



# CM2008 Entrepreneurship in Technology and Health 7.5 credits

Entreprenörskap i Teknik och hälsa

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

Course syllabus for CM2008 valid from Autumn 2024

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Technology and Health

## Specific prerequisites

Completed degree project of 15 credits, basic course in industrial economics of 6 credits and English B/English 6

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After completing the course, the student should demonstrate proficiency in:

- value innovation and business concept development with, eg. "KTH Innovation readiness level."
- analyse needs, market and pricing
- analyse competitors, stakeholders and distribution solutions
- evaluate fundamental intellectual property rights for a business concept
- explain relevant aspects of sustainable development
- explain procurement and interaction between private and public actors
- evaluates strategies and business models for commercialization
- apply entrepreneurial leadership by involving potential customers, partners or suppliers in business concept development
- develop business communication by presenting ideas in public domain
- create a business plan including conduct of alpha-beta and pilot tests and a financial plan

## Course contents

- Innovation

Alpha-Beta-Pilot test

- Marketing

Needs Analysis

Distribution Solution

Competition Analysis

Pricing

Sustainable development

- Business

Business models and commercialization

Strategy and business logic

- Entrepreneurship leadership and organization

Interaction between key players

Organizational dynamics

Set Objectives and Key results

- Regulations

Basic intellectual property rights

Procurement Policy

Sustainable development

Lectures, exercises and seminar.

- RED1 - Individually short paper, analyzes and class discussions
- RED2 - Oral and written presentation of the business concept for peer review
- PRO2 - Continuous sprints with agile project methodology, develop a business plan presented to the class and external stakeholder
- LAB1 – Basic financial model and plan for personal, accelerator or venture financing

The course ends with a presentation day where the groups present their final products

## Examination

- RED1 - Oral and written presentation, 1.5 credits, grading scale: P, F
- RED2 - Oral and written presentation, 1.5 credits, grading scale: P, F
- LAB1 - Laboratory work, 1.0 credits, grading scale: P, F
- PRO2 - Project, 3.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.

- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.