



FME3527 Opportunity Recognition 6.0 credits

Identifiering av Affärsmöjligheter

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

Establishment

Course syllabus for FME3527 valid from Spring 2013

Grading scale

G

Education cycle

Third cycle

Specific prerequisites

Doctoral candidate at an EIT ICT Labs Doctoral School in ICT Innovation or doctoral candidate at KTH within or strongly related to the area of ICT.

Language of instruction

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

Intended learning outcomes

Raising I&E Awareness (introductory module, optional if already taken elsewhere)

- The ability to differentiate different perspectives on academic entrepreneurship.
- The ability to see the possibilities connected to high-technology entrepreneurship (certain thematic areas).
- Raise awareness of the exploitation potential of their research.
- The ability to define entrepreneurship in ICT context.
- The ability to apply the basic business concepts.
- The ability to define the business environment (local vs. global industry).
- The ability to differentiate the importance and different roles that new ventures and business activities play in the national economy.
- The ability to recognize recent business trends in ICT and business markets in general and in their discipline in detail.
- To improve entrepreneurial spirit and entrepreneurial mind-set.

Opportunity Recognition, excluding the Raising I&E Awareness module

- Enhanced awareness and ability to exploit the potential of their research.
- Obtaining a holistic understanding about the business development process at early stage.
- Gaining the ability to explain the business functions in a new venture and in an existing company and their connections to the strategy.
- Gaining the ability to apply industry specific knowledge.
- Knowledge regarding the new product/service development stages and processes.
- How to recognize business opportunities and exploit them.
- How to be able to evaluate the business opportunities in the field of high technology.
- How to be able to conduct a market assessment (including market demand, customer expectations, and customer value).
- To obtain the necessary pre-business planning skills (including IPR and business modeling).
- To show more entrepreneurial skills (presentation skills, negotiation skills, team work coordination).
- How to be able to differentiate and develop the knowledge and technology transfer systems in the academic and industrial setting (including open innovation and/or respective current paradigms).

Course contents

Raising I&E Awareness

- Inspirational cases of innovation and entrepreneurship
- Setting personal ambition, targets and plan
- Basic business analysis
- Impact of innovation and entrepreneurship

Opportunity Recognition, excluding the Raising I&E Awareness module

- Entrepreneurship, intrapreneurship and innovation
- Technology transfer
- Market analysis
- Industry dynamics
- Applying technology
- Opportunity recognition
- Business idea
- IPR

Disposition

The Opportunity Recognition course is organized as a one-week intensive study experience. The full course is 6 days including the Raising I&E Awareness module and 4 days without the module. The included Raising I&E Awareness module is optional if already taken elsewhere or if the student is not a EIT ICT Labs Doctoral School in ICT Innovation doctoral candidate. The course is given in English.

There are assignments to be completed prior and well as after the 6 days intensive study period on campus. The course demands active participation both in class and when doing individual and team assignment in between classes. Assignments are given to include more of an action learning approach to foster an entrepreneurial spirit and experiences based learning. Assignments include elements such as feasibility analysis, business cases, development of an initial idea, market assessment and negotiation.

Throughout all learning elements the students own expertise of technology is included and serve as the basis for reference. The technology is also put in a wider context, not only in a business perspective, but also in relation to the expertise of other students in team assignments and collaboration tasks. Emphasis is put on continuous training regarding presentation (oral and written) as well as sales.

Course literature

Annonseras före kursstart

Will be announced prior to start.

Examination

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.

Other requirements for final grade

Passing all the four examination elements below, including attendance, is required for the final grade. INL1 is regarding the I&E module and can be substituted for a Raising I&E Awareness module already taken elsewhere. The student needs to show proof of completion of the Raising I&E Awareness module prior to attending the course.

- INL1 – Individual assignments Raising I&E Awareness, grade scale: P, F
- SEM1 – Presentations at seminars (group work) Opportunity Recognition, grade scale: A, B, C, D, E, (FX) and F
- INL2 – Individual assignments Opportunity Recognition, grade scale: A, B, C, D, E, (FX) and F
- INL3 – Team assignments Opportunity Recognition, grade scale: A, B, C, D, E, (FX) and F

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.