FME3528 Business Modeling and Development 15.0 credits

Affärsmodeller och affärsutveckling

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

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

Establishment

Course syllabus for FME3528 valid from Autumn 2013

Grading scale

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. Prerequisite for taking the course is completion of the Opportunity Recognition course. If not being a doctoral candidate at an EIT ICT Labs Doctoral School in ICT Innovation, the required Opportunity Recognition course may be replaced other similar courses.

Language of instruction

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

Intended learning outcomes

- Be able to exploit the potential of their research to such a point that it can be considered a feasible business.
- Be able to create a consistent business plan for a new venture in their respective disciplines.
- Be able to evaluate the business opportunities in the field of high technology, including legal and regulatory issues in their discipline.
- Understand both the market-driven and technology push based business ideas.
- Be able to evaluate market potential for a new venture, service or product.
- Have a holistic and in-depth understanding of the interaction between business functions within a company.
- Master the creation, protection and exploitation of IP and other intangible assets in a firm.
- Master the management of IP and intangible assets and understand their connections to a strategic business development and planning.
- Have strong presentation skills to market a new venture or a business concept.
- Be able to create and maintain brand(s) and manage brand(s).
- Have stronger skills in organizing teamwork.
- Be able to negotiate a new venture and communicate with potential investors.
- Be able to secure funding in early stage of business development.
- Be able to manage business and innovation development projects as a part of strategic business planning.

Course contents

Business planning assignment

- Business planning

Module 1 – Business modeling

- Industry analysis
- Stakeholder analysis
- Business modeling

Module 2 – Business development

- Business development
- Branding
- Strategy
- Plan B

Module 3 – Finance

- Basic accounting
- Capital need

- Funding
- Legal issues

Module 4 – Sales

- Sales training

Disposition

The Business modeling and development course is organized over a period of about 15 weeks. During the 15 week period the students will be on campus at 5 occasions, in total 14 days. The rest of the 15 weeks the students will work on their business plan assignment in virtual teams and are not obliged to meet in person. During the 5 occasions on campus the teams will during one to two days work on, are supervised and present their business plan assignments. The remaining time on campus (excluding the fifth and last 2-day module) will be devoted to four 2-day modules covering: business modeling, business development, finance and sales. The course is given in English.

There are assignments to be completed prior and well as after the 5 on-campus modules. 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. The main assignment is the business planning assignment completed in teams over the 15 week period.

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.

Other requirements for final grade

Passing all the four examination elements below, including attendance, is required for the final grade.

- SEM1 - Presentations at seminars (individual), grade scale: A, B, C, D, E, (FX) and F
- SEM2 - Presentations at seminars (group), grade scale: A, B, C, D, E, (FX) and F
- INL1 – Individual assignments, grade scale: A, B, C, D, E, (FX) and F
- INL2 – Team assignments, 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.