



ME1039 Industrial Management and Entrepreneurship for Media and ICT 7.5 credits

Industriell Ekonomi och Entreprenörskap inom Media och IKT

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

Establishment

On 11/04/2019, the Dean of ITM school decided to establish this official course syllabus to apply from autumn term 2019 (registration number M-2019-0786).

Grading scale

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

Education cycle

First cycle

Main field of study

Technology

Specific prerequisites

General entry requirements.

Language of instruction

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

Intended learning outcomes

Engineering work is about more than technology. As an engineer, to be able to participate in technology-based businesses, to carry out projects, to develop activities, as well as to lead teams and co-workers in companies of today, good knowledge of industrial management is required. In practice, the success often relies on understanding both the technical and the economic aspects of decisions. This course gives you basic knowledge in industrial management.

Concretely, this implies that you on completion of the course should be able to:

1. Explain and describe different technology-based business models and the dynamics of value creation, value proposition and value capture in industrial enterprises
2. Explain and describe how industrial activities are led and organised.
3. Select, interpret and use economic calculations as a basis for decision-making in different business situations.
4. Understand the basic principles of book accounting and reporting
5. Compile and analyse financial reports at a basic level
6. Understand and explain the activities of an industrial enterprise from different perspectives, based on concepts in industrial management
7. Analyse and discuss the concept entrepreneurship in media and communication technology and ICT
8. Use creative methods to develop viable business concepts and business opportunities
9. Use basic methods for customer, market and competitor analyses
10. Develop and explain basic business models.

Course contents

The course focuses on basic concepts and models to understand and handle economic, organisational and management issues in technology-based and industrial activities, as an engineer. The course consists of four modules, where module 1 - 3 are cross listed with ME1003 Industrial Management, basic course.

Module 1: Industrial value creation

- Technical development as a competition factor
- Technology-based business models and strategies
- Innovation, production and marketing
- Organisation
- Human resource management and leadership

Module 2: Calculation

- C/I (Cost/Income) analysis
- Product calculation
- Capital budgeting

Module 3: Reporting and the company's funding

- Accounting and reporting
- Annual report and financial analysis
- The company's funding

Module 1 - 3 consists of lectures and calculation exercises (in the modules 2 and 3) and is assessed through a written exam. During the course, a number voluntary assignments are given, that can give bonus point at the first written exam:

- Three optional quizzes (one per module)
- An optional business simulation
- An optional project task (in pairs)

Module 4: Entrepreneurship

To formulate an interesting business idea is not the end of an entrepreneurial process. It is on the contrary only the beginning. The idea must, by means of both formal and informal methods, be developed to a business concept and a business opportunity. During this module, the students are challenged to identify needs, to identify and develop business ideas and to develop business concepts and business opportunities. To support this work, different methods and tools are presented in a series of lectures. The participants will get support in using these tools during a series of seminars, and in using a blend of theoretical analyses and practice-oriented learning methods. This module gives you this basic knowledge.

Examination

- TENA - Exam, 6.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO3 - Project, 1.5 credits, grading scale: A, B, C, D, E, FX, F
- KON1 - Voluntary partial exam 1, 0.0 credits, grading scale: P, F
- KON2 - Voluntary partial exam 2, 0.0 credits, grading scale: P, F
- KON3 - Voluntary partial exam 3, 0.0 credits, grading scale: P, 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.