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 15/04/2022, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2022 (registration number M-2022-0493)

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. describe and explain different technology-based business models and the dynamics of value creation, value proposition and value capture in industrial enterprises
2. describe and explain how industrial operations are led and organised
3. select, use and interpret economic calculations as a basis for decision-making in different business situations
4. use the basic concepts and the principles of bookkeeping and accounting, and describe and explain how the activities of an industrial enterprise can be financed,
5. compile and analyse financial reports for an industrial enterprise,
6. describe the activities and strategic position of an existing industrial enterprise by means of concepts from the subject industrial management and carry out a basic economic analysis of the company's operations, financial position and how it is financed,
7. Analyse and discuss the concept of 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 coordinated 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: Product costing

- C/I (Cost/Income) analysis
- Product costing
- Investment apperaisal

Module 3: Financial accounting and corporate finance

- Book-keeping and accounting
- Annual report and financial analysis
- Corporate finance

The modules 1-3 consist of lectures and calculation exercises (in module 2 and 3) and is examined through three partial exams (each 1.5 higher education credits) and a written assignment (1.5 higher education credits). The grades on the partial exams and the written assignment are combined to a grade for module 1-3 in the course. During the course, an optional business simulation (0 higher education credits) is offered, with associated written assignment that can raise the combined grade for module 1-3 by one step.

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 these basic knowledge and is examined through a project task (1.5 higher education credits). The combined the grade on module 1-3 and the grade on the project task in module 4 are combined to a final course grade.

Examination

- KON4 - Partial exam, 1.5 credits, grading scale: A, B, C, D, E, FX, F
- KON5 - Partial exam, 1.5 credits, grading scale: A, B, C, D, E, FX, F
- KON6 - Partial exam, 1.5 credits, grading scale: A, B, C, D, E, FX, F
- PRO4 - Project, 1.5 credits, grading scale: A, B, C, D, E, FX, F
- INLA - Assignments, 1.5 credits, grading scale: P, F
- SIMA - Business simulation, 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.

Transitional regulations

Admitted students who have not completed the course with previous set of examination parts will be examined within the scope of the new examination parts.

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.