ME1042 Entrepreneurship for Media and ICT 1.5 credits

Entreprenörskap inom Media och IKT

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

Establishment

The official course syllabus is valid from the fall semester 2024 in accordance with the decision by the Head of the ITM School: M-2023-1916. Date of decision: 2023-10-12

Grading scale

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

Education cycle

First cycle

Main field of study

Industrial Management

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

After passing the course, the student should be able to:

1. Analyse and discuss the concept of entrepreneurship in media and communication technology and ICT,

2. Use creative methods to develop viable business concepts and business opportunities,

3. Use basic methods for customer, market and competitor analyses,

4. Develop and explain basic business models.

Course contents

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 course, 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.

Examination

- PRO1 - Individual project, 1.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO2 - Group project, 0.5 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.

Additional regulations

ME1039, partly overlapping with 1.5 higher education credits Module 4: ”Entrepreneurship”