ME2078 Summer Course- Entre-preneurship for Engineers 4.0 credits

Sommarkurs- Entreprenörskap för ingenjörer

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

Establishment

Course syllabus for ME2078 valid from Spring 2017

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Internationally recognized Bachelor's degree- i Electrical/Electronic Engineering, Computer Science, Computer Engineering, Computer Science or Information Technology, including at least 60 higher education credits, courses in computer science, basic digital and analog electronic, basic control engineering, computer system/computer architecture and programming, and at least 30 higher education creditsin mathematics, including calculus, linear algebra and mathematical statistics.

Language of instruction

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

Intended learning outcomes

The summer school is part of the E&I minor of the ICT Innovation Masters Program and follows the ME2073 Business Development Lab module and so the learning outcome of the BDL should be a pre-requisite for the summer school:

- Understanding the process of Business Model Generation, and knowing how to define and analyze the nine building blocks (customer segments, customer relations, channels, value proposition, key activities, key resources, key partners, cost structure and revenue streams).

The summer school adds the following learning outcomes:

- The ability to perform a business development process in the context of a societal relevant thematic area (such as Health and Wellbeing) and understanding how technology and innovation interact with all stakeholders (competitors, alliances, networks, markets, etc.)
- Understanding usability, business life-cycles, market segments, global/market trends, and recognizing their relative importance for product and service development.
- The ability to transform new innovations into viable business solutions on the commercial market, combined with decision-making and leadership competencies.
- The ability to reflect upon ethical, societal, scientific and sustainability considerations when developing new products/technologies and business models.

The summer school is less on "research" but more on technical "innovation and entrepreneurship".

Course contents

This course is the follow up course to ME2072 and ME2073. The structure of the program for the thematic event consists of:

- Conceptual phase: introduction to thematic topic and learn to know each other, case selection, project teams, first discussions.
- Ideation phase design of a product/service supported with business model generation workshops and user-centered design techniques, usability, ethical issues.
- Business phase (elaboration of business model, branding, market structure, venture process and finance, pitch training (with video recording, etc.)

Lecture sessions will be as interactive as possible.

The teamwork process will be coached by experienced business coaches/staff. Coaches can be

- Entrepreneurs and researchers in the thematic field

- Business coaches
- Serial entrepreneurs

Course literature

Will be announced in the course PM.

Examination

- INL1 - Assignments, 1.0 credits, grading scale: A, B, C, D, E, FX, F
- INL2 - Written Report, 3.0 credits, grading scale: A, B, C, D, E, FX, 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.