



ME2603 Entrepreneurship 6.0 credits

Entrepreneurship

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

On 11/04/2019, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2019 (registration number M-2019-0746).

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Achieved the requirements for Degree of Bachelor of Science.

ME1003 Industrial Engineering, Basic Course or ME1314 Introduction to Industrial Engineering and Management completed

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 students should be able to:

1. clarify and account for the concept entrepreneurship and argue why entrepreneurship is important from a societal and sustainability perspective
2. choose appropriate tools to survey and analyse business opportunities on the market
3. differentiate the basic methods for customer, market and competitor analysis and merge these to a general action plan
4. evaluate different business strategies and design new strategies based on this

Course contents

The course requires active participation from the student. Entrepreneurship often requires boldness and to take an idea to the market imply major challenges, from both a financial and a personal perspective.

To experiment to start a new company can be both risky and expensive. One of the main aims of the course is thus to give the students the opportunity to experience the creation of a new business project. By means of an extensive simulation, the students will be placed in a realistic international business environment, where they will start and run a business through several rounds of decisions. Further information about the business strategy simulation will be distributed after the two first course offerings.

Examination

- PRO1 - Project, 6.0 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.

Other requirements for final grade

Active attendance is necessary and strongly recommended.

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.