



ME2603 Entrepreneurship 6.0 credits

Entrepreneurship

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

Establishment

On 2019-10-15, the Dean of the ITM school has decided to establish this official course syllabus to apply from autumn term 2020 (registration number M-2019-2182).

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 Management, 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. motivate why entrepreneurship is important from a societal and sustainability perspective
2. analyse business opportunities on the market, with appropriate tools and models
3. use methods for customer, market and competitor analysis to create a general action plan
4. evaluate different business strategies and design new strategies based on these,
5. analyse technology-based business models and the dynamics in value creation, value proposition and value capture from an entrepreneurial perspective,
6. use different pricing strategies for products and services and for capital investments in new activities.

Course contents

Entrepreneurship often requires boldness and to take an idea to the market imply major challenges, both from a financial and from 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.

Examination

- PRO2 - Business simulation - project, 3.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO3 - Project, 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.

For students with disabilities that has statement from KTH Royal Institute of Technology's FUNKA unit about recommended support efforts at examination, the following in this course applies:

- All support efforts during code R (i.e. adaptations that concern space, time and physical circumstance) be granted without special decision of examiner.

- Support efforts during code P (educational adaptation) should be granted or rejected by the examiner after contact actively taken by the student in accordance with KTH Royal Institute of Technology's rules. Normally, support efforts during code P will also be approved.

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.