ME2614 Ideation- Creating Your Own Company 7.5 credits

Idégenerering

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

Course syllabus for ME2614 valid from Autumn 2015

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Students must have a minimum of 120 university points.

Language of instruction

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

Intended learning outcomes

Upon completing the course, students should be able to:

- Understand the context of entrepreneurship and innovation and their significance in today's economy and society
- Generate, develop and pitch innovative new venture ideas
- Evaluate the attractiveness and feasibility of new venture opportunities
- Analyze industries, markets, and competitors

Course contents

Generating an idea is an important and exciting process but only the beginning for entrepreneurs. They must develop an idea into a promising opportunity through innovative thinking, market research, competitive analysis, and dynamic business modeling. This Ideation course introduces students to:

- Entrepreneurship
- Creativity and innovation
- Idea generation
- Opportunity recognition
- Elevator pitches
- Idea evaluation

Industry, market, and competitive analysis

Disposition

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

Course literature

Information om kurslitteratur kommer att meddelas inför kursstart.

Will be announced at the start of the course.

Examination

- PRO1 - Project, 7.5 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.

Students will be required to satisfactory complete all of the course assignments in order to receive a passing grade.

The students grade will depend on several factors, including:

- Witten and oral assignments (individual and group work)
- Contribution in class/ group activities
- Attendance

Grading scale

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

Attendance is compulsory.

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.