



# ME2614 Ideation- Creating Your Own Company 7.5 credits

## Idégenerering

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

## 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-2019-0745).

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Fulfilled the requirements for Degree of Bachelor of Science.

## 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 explain entrepreneurship and innovation and their importance in today's economy and society
2. generate and develop new, innovative business concepts
3. formulate, develop and sell new business concepts
4. assess strength and viability for new business concepts
5. analyse sectors, markets and competitors, and assess the suitability of markets for introduction of new products and services

## Course contents

To generate a new idea is an important and exciting process but it is only the beginning for an entrepreneur. An entrepreneur must develop his idea to a promising business concept through innovative thinking, market research, competition analyses and dynamic business modelling. This course introduces the student to:

- Entrepreneurship
- Creativity and innovation
- Idea generation
- Identification of business opportunities
- "Elevator pitches"
- Evaluation of ideas
- Industry, market and competitor analysis

## Examination

- PRO2 - Project, individual, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO3 - Project, group, 3.5 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.

If the course is discontinued, students may request to be examined during the following two academic years.

Compulsory attendance at several of the course components.

## 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.