ME2615 Business Model Innovation 7.5 credits

Affärsmodellen

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 ME2615 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 (ECTS).

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:

- Explain the importance of business models to value creation and new venture success in today's economy
- Describe, compare, and critically examine different business model frameworks
- Analyze and critically evaluate business models used by actual ventures
- Construct and present a business model for an innovative and viable new venture
- Design and conduct tests for different business model building blocks, iterating based on market feedback and test results

Course contents

Business Model Innovation" takes a practical approach to understanding, designing, and testing business models. It includes analyzing existing business models, developing a business model for a new startup venture, and testing business model building block.The course offers you the opportunity to develop a unique skill set that has helped many leading entrepreneurs and enterprises. Business model innovation is at the center of value creation and many leading companies and social ventures owe much of their success to business model innovation.

This Business Model Innovation course covers:

- Business model history and significance
- Business model canvas development and refinement
- Customer development process
- Lean startup methodology
- Financial drivers of business models

Disposition

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

Course literature

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 student´s grade will depend on the following:

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

Grading scale

Fail(F), Fail(Fx), Sufficient(E), Satisfactory(D), Good(C), Verygood(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.