



# ME2621 Business Opportunity Development 7.5 credits

Skapa och utveckla affärsidéer

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

The official course syllabus is valid from the autumn semester 2023 in accordance with the decision from the Dean of the school: M-2023-0695. Date of decision: 2023-03-30

## 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. Describe and analyse the challenges when formulating and developing technology-based business concepts.
2. Choose and apply conceptual tools and models to create and evaluate technology-based business concepts.
3. Choose and apply conceptual marketing tools and models to analyse and evaluate target customers and segment markets.
4. Choose and apply conceptual tools and models to formulate and evaluate product concepts (goods and/or services).
5. Create preconditions for and apply methods for creative work processes in connection with the development of technology-based business concepts.
6. Identify and describe technological changes and other changes in society and among users and explain how these create preconditions for new technology-based business concepts.

## Course contents

The course covers different aspects of how technology-based business concepts can be formulated and developed. Idea creation is about developing new opportunities and includes the generation, development and evaluation of ideas to launch innovative and viable new investments. A discovery process implies idea creation designed to create dynamic and sustainable companies irrespective of it being a business or a social investment, whether it takes place in a larger organisation or independently. The course offers a mixture of types of instruction, for example lectures, seminars, case discussions, workshops and guest lectures. The course covers several important fields, including:

- tools for idea generation,
- market segmentation,
- industrial dynamics as a source for business opportunities,
- product development (products, services and combinations of these),
- creativity.

## Examination

- INL2 - Assignment, individual, 4.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO3 - Project, group, 2.0 credits, grading scale: P, F

- PRO4 - Project, group, 1.5 credits, grading scale: P, 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

PRO1 and PRO2 have requirements of compulsory attendance.

## 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.