



ME2800 Ideation - Creating a Business Idea 7,5 hp

Ideation - Creating a Business Idea

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

Fastställande

Kursplan för ME2800 gäller från och med HT07

Betygsskala

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

Utbildningsnivå

Avancerad nivå

Huvudområden

Industriell ekonomi

Särskild behörighet

Students must have a minimum of 120 university points, especially in the areas of technology, business, medicine or biomedicine. Experience with administration/management from a practical or theoretical perspective may be valuable, but is not required.

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

The learning outcomes for the course are for the participants to be able to independently:

- Analyze and discuss the context of entrepreneurship
- Identify a business opportunity
- Develop and explain a business idea
- Use creativity-techniques to extend and further a business idea
- Be able to use key skill-sets for early-stage entrepreneurship
- Use basic models for customer, market and competitor analysis
- Develop a basic business model

Kursinnehåll

Thinking up an interesting business idea is not the end of the entrepreneurial process, in fact, it is just the beginning. This idea must be developed into a business concept and a business opportunity through both formal and informal techniques.

During the course the students will be challenged to identify areas of need, to find and create business ideas, and to develop business concepts and opportunities. In order to facilitate this, the course will present key skill-sets in a series of lectures, help participants use this in a series of workshops, and further use a mix of theoretical analysis and practice-focused teaching methods.

Kurslitteratur

Compendium that will be available through Indek.

Guy Kawasaki (2004) "The Art of the Start : the time-tested, battle-hardened guide for anyone starting anything" New York : Portfolio, cop.

Examination

- PRO1 - Project, 7,5 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

Övriga krav för slutbetyg

Final Project/Paper

Contribution in class/group activities

Written/oral assignments

Students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade. Attendance is required and recommended.

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.