



ME2801 Planning - Developing a Venture 7.5 credits

Planning - Developing a Venture

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

Establishment

Course syllabus for ME2801 valid from Autumn 2007

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, 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.

Language of instruction

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

Intended learning outcomes

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

- Identify a feasible business idea
- Perform a market analysis of a business idea
- Discuss and critically assess the necessary steps for realizing a business idea
- Develop and write a complete business plan
- Be able to demonstrate key skill-sets for starting a venture
- Use advanced models for business process analysis
- Develop and argue for a complete business model

Course contents

The course takes a practice-centred approach, and teaches critical business planning skills through a mix of lectures and workshops. By presenting tools for business analysis and planning new ventures, the course gives hands-on knowledge about how entrepreneurial activities are started, as well as necessary theoretical insights into entrepreneurship. The course is constructed according to a teaching philosophy which builds on the possibility for anyone to both learn and act upon an entrepreneurial mindset.

As the course focuses on real-life innovation and new venturing, all teaching will be conducted in an interactive manner, and participants are expected to take a proactive role in the course. Course contents are assessed and dynamically adapted as the course progresses according to student input and need.

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.

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

Other requirements for final grade

The course is structured around the creation of an actionable business plan and students will be assessed on their course participation and individual assignments, their completed

business plan and the presentation of their plan to a judging panel.

Although there will be no formal exam, students will be required to satisfactorily complete all of the course assignments in order to receive a passing grade. Attendance is required and recommended.

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.