



# ME2802 Execution - Running your own Company 7.5 credits

## Execution - Running your own Company

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

### Establishment

Course syllabus for ME2802 valid from Autumn 2011

### Grading scale

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

### Education cycle

Second cycle

### Main field of study

Industrial Management

### Specific prerequisites

Programme students at KTH must have a minimum of 120 ECTS.

All other students need 180 hp and English A + B, or equivalent.

It is assumed that students entering the course will formulate a business idea to be realized, and have a genuine interest in potentially pursuing this business idea.

### Language of instruction

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

## Intended learning outcomes

The objective of the course is to enable the student to start a business of her/his own. After the course, participants will be able to:

- Understand and demonstrate knowledge of important issues faced when starting a new firm
- Manage important issues faced when starting a new firm
- Argue for critical processes and steps required when starting a new firm
- Be aware of resources required when starting a new firm
- Assemble resources for starting a new firm
- Conduct a market analysis
- Present a business model
- Conduct a basic financial analysis of a new venture

## Course contents

The course focuses on supporting the student in her or his decisions and other action in the new business venture.

Students entering the course should have an intention in pursuing a business idea in company of their own.

The outline of the course is built on experience from active entrepreneurs and follows the typical stages in a new venture, starting with the evaluation and refinement of the existing business idea, moving on to practical steps in setting up a firm, assembling resourcing (external capital, internal resources etc.), market and communication plans.

The course will focus on

- Strategy (What?) – i.e. markets, offer, business idea, getting-started and establishing a network
- People (Who?) – i.e. entrepreneurial team, recruitment and motivation
- Operational work (Let's do it!) – i.e. resource gathering, sales/marketing, production and negotiation.

Theoretically, the course connects to the opportunity-based models of entrepreneurship and business creation, as well as to a contextual approach to the venture creation process (i.e. the idea that the character of the venture creation process depends on the type of business and industry)

# Disposition

During the course we will go through the practical steps of launching a new venture. A blend of teaching methods including lectures, exercises and presentations, project work and group discussions will be used for the course. This is an intense course and commitment is necessary. Students will be expected to actively work with their venture idea from day 1 in the course. Each Wednesday we will discuss the progress made.

There will be a mandatory group presentation during and at the end of the course. There is also take-home written exam.

# 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.

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

# Other requirements for final grade

the student's grade will depend on three factors:

1. Assignments and presentations (25%) group/individual
2. Final executive summary (35%) group
3. Written exam (40%) individual.

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

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.