



# ME2814 Ideation- Creating Your Own Company 7.5 credits

## Idégenerering

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 ME2814 valid from Autumn 2013

## 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.

## 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:

- 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 skillsets for earlystage entrepreneurship
- Use basic models for customer, market and competitor analysis
- Develop a basic business model

## Course contents

Thinking up an interesting business idea is not the end of the 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.

The course will further encompass:

- Creativity
- Finding and/or creating business ideas
- Identifying the target market
- The business model
- Opportunity selection

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.

## Disposition

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

## Course literature

Information om kurslitteratur kommer att delges anmälda studenter innan kursstart.

Will be announced in connection to the start of the course and communicated to enrolled participants.

## 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.

The students grade will depend on three factors:

- Written oral/assignments
- Contribution in class/ group activities
- Attendance is compulsory

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

Grading scale:

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