



ME2819 From Idea to Service Business 7.5 credits

Från idé till tjänsteföretagande

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 ME2819 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

A minimum of 120 credits.

Language of instruction

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

Intended learning outcomes

The aim of this course is for the students to develop an understanding of and receive theoretical and practical knowledge of development and commercialization of services in the life sciences.

After the course the student should be able to:

- Analyze, clearly communicate and discuss entrepreneurship in the life sciences;
- Understand and demonstrate knowledge of the service business and its unique characteristics;
- Communicate an understanding of the development and management of service businesses;
- Argue the pros and cons of public and private funding for start-ups;
- Providing knowledge within strategy for service based companies;
- Applying knowledge and key tools for entrepreneurship in the early phase, such as market analysis and analysis of intellectual property rights (eg patents);
- Use their new knowledge to individually get a deeper understanding in the field of innovation and entrepreneurship.

Course contents

The focus in the Swedish innovation development has in recent years shifted from products and companies in technology/industry to a growing service-based sector. One problem within the life sciences is the lack of individuals with the ability to combine knowledge from health care sector with business and entrepreneurship. By increased awareness of service development in this sector, and knowledge regarding the process of innovation and entrepreneurship, a solid foundation can be built that enables commercialization of ideas. With insights, skills and the right tools, ideas are protected, which can lead to valuable changes in the life sciences and ultimately improve human health.

During the course, students meet experts with different backgrounds. Various entrepreneurs will present their specific experiences of starting and managing service companies in the life sciences and guest speakers provide a broad overview of academic discoveries, start-ups, venture capital and business development in health care sector.

Disposition

The course uses a student-centered educational model, in which literature studies, case studies and practical work are associated with each learning outcome. Factual knowledge is obtained through literature studies and applied through practical work. The practical work consists of workshops, case exercises (cases) and project work in groups. External experts are used for inspiration and as a source of discussion. The pedagogy is based on so-called "Entrepreneurial learning" to create the conditions for creativity, reflection and initiative.

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.

Projects including a written report, oral presentation and individual reflection as well as an individual case report and seminar. Active participation in the mandatory parts. Students will be assessed based on the following scales:

- Lecture attendance, active participation and presentations.
- Completion of a group-wise case study and assignments
- Short exam
- Oral presentation

Attendance is compulsory; attendance at seminars, workshops and presentations is mandatory.

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.