



# ME2819 From Idea to Service Business 7.5 credits

Från idé till tjänsteföretagande

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

## Establishment

Course syllabus for ME2819 valid from Autumn 2017

## 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;
- 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 care sector is the difficulty of translating knowledge from research business. By increased awareness of necessity of service development in this sector, and knowledge regarding the process to achieve this, we can build a solid foundation that enables the realization (e.g. commercialization) of ideas that really benefit all stakeholders. With insights, skills and the right tools and mindset, valuable changes in the health care can be achieved.

During the course, students meet experts with different backgrounds. Various entrepreneurs will present their specific experiences of starting and managing service companies in health care.

Moreover, the students learn about creating and implementing a service product through applying a design approach and practicing business tools to develop an own idea.

## 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.

Literature will be announced in connection to the start and communicated to enrolled students.

## 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.

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.

Students that successfully complete an SSES course will be graded according to the course syllabus.

## 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.