



# ME2839 Startup Essentials 7.5 credits

## Startupens essens

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

## Establishment

The official course syllabus is valid from the autumn semester 2025 according to the decision by the Faculty Board: M-2024-0018. Date of decision: 2024-10-14.

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Fulfilled the requirements for Degree of Bachelor of Science.

## Language of instruction

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

# Intended learning outcomes

Upon completing the course, students will be able to:

1. Describe and explain the foundational elements of startups, including the ideation process, methodologies for entrepreneurial action, and the role of the startup ecosystem as an external environment,
2. Differentiate between practice-based and scientific approaches to startups and critically assess their respective challenges and opportunities,
3. Apply research-based frameworks to analyze real-world startup cases, identifying factors contributing to success or failure,
4. Evaluate strategies and practices used by founders to overcome challenges, such as uncertainty management, resource attraction, and network building within the startup ecosystem.

## Course contents

"Startup Essentials" is an advanced course that explores the foundational elements of startups through a scientific lens, challenging traditional entrepreneurial practices. This course provides a structured understanding of what drives startup traction and sustainability by dissecting the components of startup creation and growth. It is grounded in evidence-based frameworks and real-world applications, focusing on three core domains of entrepreneurship:

1. The Venture Idea: Examines the complexities of startup ideas, which require both strategic and philosophical exploration to address challenges faced by founders.
2. The Entrepreneurial Method: Introduces emerging approaches that provide a scientific framework for effective entrepreneurial action by aggregating essential knowledge, skills, and competencies.
3. The Startup Ecosystem: Analyzes how external factors, including community networks and funding opportunities, shape the startup environment, using the Stockholm startup scene as a "laboratory" for exploring these dynamics.

Participants will engage with these domains through interactive workshops, case studies, and reflective practices, fostering a comprehensive understanding of successful entrepreneurship.

### COURSE STRUCTURE AND ACTIVITIES

The course employs a mix of in-class and out-of-class activities to provide a comprehensive understanding of startup principles:

- In-Class, Group Activities: Workshops on topics such as Ideation, Ethical Foundations in Entrepreneurship, and Startup Ecosystem Networking, often in collaboration with local actors from the Stockholm startup ecosystem.

- Out-of-Class, Individual Activities: Self-paced studies and personal reflection exercises to deepen understanding of core concepts and apply scientific concepts to real-world scenarios.
- Out-of-Class, Group Activities: Digital meetings and on-site study visits to explore the complexities of entrepreneurship and emphasize practical application of course theories.
- In-Class, Individual Activities: Optional co-teaching opportunities for students after the course, allowing further engagement with the content and development of teaching skills..

## 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.

The examination consists of both individual (50%) and group (50%) assessments.

- The individual examination includes five written individual assignments. Participation in all in-class activities is required for a passing grade.
- The group examination is conducted as a real-world startup case study. The student group will carry out, present, and discuss the case.

## Other requirements for final grade

Participation in all in-class activities is required for a passing grade. A passing grade on both the individual and group examinations is necessary to pass the course.

## 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.