



# ME2801 Planning - Developing a Venture 7,5 hp

Planning - Developing a Venture

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

## Fastställande

Kursplan för ME2801 gäller från och med HT07

## Betygsskala

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

## Utbildningsnivå

Avancerad nivå

## Huvudområden

Industriell ekonomi

## Särskild behörighet

Students must have a minimum of 120 university points, especially in the areas of technology, business, medicine or biomedicine. Experience with administration/management from a practical or theoretical perspective may be valuable, but is not required.

## Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

## Lärandemål

The learning outcomes for the course are for the participants to be able to independently:

- Identify a feasible business idea
- Perform a market analysis of a business idea
- Discuss and critically assess the necessary steps for realizing a business idea
- Develop and write a complete business plan
- Be able to demonstrate key skill-sets for starting a venture
- Use advanced models for business process analysis
- Develop and argue for a complete business model

## Kursinnehåll

The course takes a practice-centred approach, and teaches critical business planning skills through a mix of lectures and workshops. By presenting tools for business analysis and planning new ventures, the course gives hands-on knowledge about how entrepreneurial activities are started, as well as necessary theoretical insights into entrepreneurship. The course is constructed according to a teaching philosophy which builds on the possibility for anyone to both learn and act upon an entrepreneurial mindset.

As the course focuses on real-life innovation and new venturing, all teaching will be conducted in an interactive manner, and participants are expected to take a proactive role in the course. Course contents are assessed and dynamically adapted as the course progresses according to student input and need.

## Examination

- PRO1 - Project, 7,5 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

## Övriga krav för slutbetyg

The course is structured around the creation of an actionable business plan and students will be assessed on their course participation and individual assignments, their completed business plan and the presentation of their plan to a judging panel.

Although there will be no formal exam, students will be required to satisfactorily complete all

of the course assignments in order to receive a passing grade. Attendance is required and recommended.

## Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.