



# ME2801 Planning - Developing a Venture 7.5 credits

## Planning - Developing a Venture

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 ME2801 valid from Autumn 2010

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

For programme students at KTH is 120 hp required.

For all other students 180 hp is required as well as English A + B, or equivalent.

## Language of instruction

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

## Intended learning outcomes

Participants successfully completing this course should be able to independently:

- identify a feasible business idea
- evaluate market opportunities for the idea in terms of market size, market segments, customer behaviour and potential target markets
- understand basic requisites for financial planning including sources and uses of capital
- consider implications of human resource development and management
- understand importance of local, national and international networks and identify existing and potential networks for internal and external development
- recognize importance of effective marketing and customer service policies
- understand the importance of developing a good working relationship with a client
- discuss and critically assess the steps necessary for realizing the business.
- develop and write a complete business plan
- demonstrate an understanding for key skill sets required to start a venture
- use advanced models for business process analysis
- develop and argue for a business/business model

## Course contents

This course is applications-based. Through a mixture of lectures, workshops, and student presentations it teaches and facilitates critical business planning skills backed by both entrepreneurship theory and practice. By presenting tools for business analysis and planning new ventures, including not-for-profit and social enterprises, the course offers hands-on opportunities for participants to understand and exercise entrepreneurship. As this course focuses on real-life/authentic innovation and new venturing, all teaching is interactive and participants are expected to take a proactive role in their learning.

## Course literature

Will be announced at the start of the course.

## 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.

## Other requirements for final grade

The final grade will be based on:

- Active course participation
- The level of individual assignments—written and oral
- The level of a written team business plan and final presentation of the same
- Team member evaluations of each other, and your own self evaluation accompanied by motivations for that evaluation and the evaluation you give others.
- 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.