



# 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 HT10

## Betygsskala

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

## Utbildningsnivå

Avancerad nivå

## Huvudområden

Industriell ekonomi

## Särskild behörighet

För programstudenter krävs 120 hp.

För fristående studenter krävs 180 hp samt engelska A + B, eller motsvarande.

## Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

# Lärandemål

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

# Kursinnehåll

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.

# Kurslitteratur

Will be announced at the start of the course.

# 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 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.

## 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.