

# ME1042 Entrepreneurship for Media and ICT 1.5 credits

## Content and learning outcomes

### Course contents

To formulate an interesting business idea is not the end of an entrepreneurial process. It is on the contrary only the beginning. The idea must, by means of both formal and informal methods, be developed to a business concept and a business opportunity. During this course, the students are challenged to identify needs, to identify and develop business ideas and to develop business concepts and business opportunities. To support this work, different methods and tools are presented in a series of lectures. The participants will get support in using these tools during a series of seminars, and in using a blend of theoretical analyses and practice-oriented learning methods.

### Intended learning outcomes

After passing the course, the student should be able to:

1. Analyse and discuss the concept of entrepreneurship in media and communication technology and ICT,
2. Use creative methods to develop viable business concepts and business opportunities,
3. Use basic methods for customer, market and competitor analyses,
4. Develop and explain basic business models.

## Literature and preparations

### Specific prerequisites

General entry requirements.

### Recommended prerequisites

*No information inserted*

### Equipment

*No information inserted*

### Literature

*No information inserted*

## Examination and completion

If the course is discontinued, students may request to be examined during the following two academic years.

### Grading scale

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

### Examination

- PRO1 - Individual project, 1.0 credits, grading scale: A, B, C, D, E, FX, F
- PRO2 - Group project, 0.5 credits, grading scale: P, 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.

### **Examiner**

Professor Terrence E. Brown

### **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.

## **Further information**

### **Course room in Canvas**

Registered students find further information about the implementation of the course in the course room in Canvas. A link to the course room can be found under the tab Studies in the Personal menu at the start of the course.

### **Offered by**

[ITM/Industrial Economics and Management](#)

### **Main field of study**

Industrial Management

### **Education cycle**

First cycle

### **Add-on studies**

*No information inserted*

### **Additional regulations**

ME1039, partly overlapping with 1.5 higher education credits Module 4: "Entrepreneurship"

# Course Summary:

Date	Details	Due
Fri Sep 20, 2024	Assignment <a href="#">Individual Assignment - Comparative Analysis</a>	due by 11:59pm
Mon Sep 30, 2024	Assignment <a href="#">Business Model Group Project</a>	due by 11:59pm