

ME1042 Entrepreneurship for Media and ICT 1.5 credits –

Course Overview v1 (Fall 2025)

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Content and learning outcomes

Course contents

In today's fast-paced digital economy, successful entrepreneurship is no longer just about having a great idea—it's about the ability to rapidly identify opportunities, validate assumptions, and design sustainable business concepts under uncertainty. This course, ME1042 Entrepreneurship for Media and ICT, is designed to prepare students for that reality using a modern, agile, and AI-augmented approach to learning.

Instead of long lectures and static theory, the course is structured around **micro-tasks** and **micro-skills** that simulate the real actions entrepreneurs take: spotting unmet needs, generating creative solutions, mapping early adopters, understanding market context, and shaping viable business models. Each session introduces practical tools and concepts that are immediately applied through short, structured exercises. These are designed to build student confidence in ideation, validation, and venture design—step by step.

Students will also engage with **state-of-the-art AI tools**—including custom GPT assistants—throughout the course. These tools support ideation, analysis, and feedback in real time, enabling deeper exploration of ideas and enhancing the development process. The AI becomes a thinking partner, allowing students to generate more diverse alternatives, reflect critically, and sharpen their communication.

Learning takes place in a **flipped and interactive format** through short lectures, live Zoom seminars, and guided group discussions. Individual and group assignments are aligned with real-world startup workflows and emphasize creativity, analytical thinking, and clarity of expression.

Whether you're launching your own startup, working inside a fast-moving media company, or exploring new digital frontiers, this course will give you the practical mindset and skills to move from concept to opportunity—with agility, creativity, and confidence.

Intended learning outcomes

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

1. Analyze 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; and
4. Develop and explain basic business models.

Literature and preparations

Specific prerequisites

General entry requirements.

Custom GPTs for this Course

This course makes use of the technology available and makes special use of AI LLMs. While you may use any of the standard ones. Like ChatGPT, Claude, Gemini, etc., this course focuses on ChatGPT this term.

Prof. Brown's Prompt Bot

<https://chatgpt.com/g/g-685d46fb27e081919fccdeaf183c3654-prof-browns-prompt-bot>

Prof. Brown's Creativity Catalyst

<https://chatgpt.com/g/g-685d6d744aec819181b157b2034bb03f-prof-browns-creativity-catalyst>

Prof. Brown's Writing Feedback Assistant

<https://chatgpt.com/g/g-685d351014548191a4eb50ed5ba19c0e-prof-browns-writing-feedback-assistant>

Prof. Brown's Ideation Coach

<https://chatgpt.com/g/g-685d19eed4b88191919efba171fc6797-prof-browns-ideation-coach>

Literature

Later in this document

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

Grades awarded an Fx can be replaced the highest grade of Pass (E).

Individual Assignments

The individual project is made of a compilation of several micro-task activities, for precise and final details please see the Canvas.

Task 1: Idea Discovery Log

- Identify 3 problems in media industry/field
- Use GPT to expand/refine
- Submit 2 refined problems with descriptions

Deadline: Digital Aug 26, before 13

During Class Peer Review- for feedback – 15 minutes see rubric

Task 2: Solution Concepts

- Pick 1 refined solution (2–3 sentences)
- Write a 2-sentence pitch

Deadline: Digital Sept 2, before 13

During Class Peer Review- for feedback – 15 minutes see rubric

Task 3: Persona & Competitor Snapshot

- 1 customer persona
- 1 competitor snapshot list

Deadline: Digital Sept 3, before 10

During Class Peer Review- for feedback – 15 minutes see rubric

Task 4: Business Concept Brief

- • Final Individual Submission
- • Max 400 words

Deadline: Digital Sept 9, before 13

- PRO2 - Group project, 0.5 credits, grading scale: P, F

Group Assignment

Task 5: Group Pitch Project

- 5-6 slide deck
- Pass/Fail

Deadline: Sept 23, before 13

Grading rubrics

See Attached rubrics

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.

All Session will be virtual and held through ZOOM. The link is available on Canvas.

Class 1 – Digital Aug 25, 13-15

Class 2 – Digital Aug 26, 13-15

Class 3 – Digital Sept 2, 13-15

Class 4 – Digital Sept 3, 10-12

Class 5 – Digital Sept 9, 13-15

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

NA

Readings for Each Session (with Working Links)

Session 1 – Entrepreneurship & Opportunity Basics

- **Lean Startup Summary (PDF)** – A concise overview of principles from *The Lean Startup* by Eric Ries ([Kim Hartman](#))
 - **Investopedia: Why Entrepreneurs Matter** – Insights into what entrepreneurship means and why it's important ([Investopedia](#))
 - **Wikipedia: Entrepreneurship** – Useful overview of the field, including the individual-opportunity nexus ([Wikipedia](#))
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Session 2 – Ideation & Creative Methods

While structured creativity PDFs are limited, here's a strong substitute:

- **Wired article featuring Eric Ries on the Lean Startup's scientific method** – Emphasizes iterative thinking and experimentation ([WIRED](#))
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Session 3 – Customers, Markets & Competitors

- **Wikipedia: Customer Development Methodology** – Covers hypothesis-driven discovery in entrepreneurship ([Wikipedia](#))
 - **Investopedia: Minimum Viable Product (MVP)** – Defines MVPs and their role in validated learning ([Wikipedia](#))
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Session 4 – Business Models in a Nutshell

- **Wikipedia: Lean Startup** – Explains the lean startup method and its core mechanics (conducting iteration, feedback, business model fit) ([Wikipedia](#))
 - **Wikipedia: Validated Learning** – Defines the process of learning from experiments and feedback loops ([Wikipedia](#))
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Session 5 – Group Concept (No Live Pitch)

- **Wired interview with Eric Ries** – Highlights how MVPs and feedback cycles reshape product development strategies ([WIRED](#))
- **Wikipedia: Lean Startup** – (same as above) context for iterative business model development ([The Investor's Podcast Network](#))

Grading Rubric – Task 1 (Session 2)

Criteria	Excellent (A) 3	Good (B–C) 2	Satisfactory (D–E) 1	Poor (FX–F) 0
Problem Relevance	Problems are highly relevant, clearly tied to media/ICT, and well-explained.	Problems are mostly relevant, somewhat tied to media/ICT.	Problems are vague or partially relevant.	Problems are unclear or unrelated to media/ICT.
Depth of Description	Clear, insightful explanation with context and impact.	Explanation is adequate but lacks depth or context.	Basic description with minimal details.	Little to no description or context provided.
Use of GPT Insights	GPT expansion clearly informed and improved the final submission.	GPT was used but with limited integration.	Minimal use of GPT.	No evidence of GPT use or poor integration.

Grading Rubric – Task 2 (Session 3)

Criteria	Excellent (A)	Good (B–C)	Satisfactory (D–E)	Poor (FX–F)
Creativity & Originality	Solution is highly creative, novel, and well-adapted to the problem.	Solution is creative and somewhat original.	Solution is somewhat basic or predictable.	Solution lacks originality or relevance.
SCAMPER Integration	Clear evidence of applying multiple SCAMPER steps effectively.	Some SCAMPER steps are applied, but unevenly.	Limited or superficial use of SCAMPER.	No evidence of SCAMPER use.
Clarity of Pitch	Pitch is concise, compelling, and easy to understand.	Pitch is clear but lacks impact.	Pitch is understandable but weak.	Pitch is confusing or incomplete.
Use of GPT Insights	GPT clearly enhanced the quality and diversity of solutions.	GPT was used but integration was partial.	Minimal use of GPT.	No evidence of GPT use.

Grading Rubric – Task 3 (Session 4)

Criteria	Excellent (A)	Good (B–C)	Satisfactory (D–E)	Poor (FX–F)
Persona Quality	Persona is detailed, realistic, and clearly relevant.	Persona is clear but lacks depth in some areas.	Persona is basic or missing key details.	Persona is vague or irrelevant.
Competitor Insights	Competitors are well-identified and relevant with clear distinctions.	Competitors are mostly relevant but lack depth.	Competitors listed but with minimal detail.	Competitors unclear, missing, or irrelevant.
Use of GPT Insights	GPT outputs are clearly integrated and add value.	GPT outputs used but integration is partial.	Minimal use of GPT.	No evidence of GPT use.

Grading Rubric – Task 4 (Individual Project Final)

Criteria	Excellent (A) 3	Good (B) 2	Satisfactory (C) 1	Poor (FX–F) 0
Clarity of Business Model	Clear, logical, and compelling	Mostly clear, some gaps	Basic explanation	Unclear or inconsistent
Value Proposition	Strong, well-matched to user	Clear but could improve	Generic or vague	Missing or weak
Integration of Prior Tasks	Fully integrates problem, persona, and competitor work	Partial integration	Minimal connection	No continuity shown
Use of GPT	GPT enhanced and refined final draft	GPT used moderately	Minimal use	Not used or poorly integrated

Grades A–F will be assigned based on the depth, clarity, and relevance of persona and competitor analysis. Grades A–F will be assigned based on the depth, clarity, and relevance of persona and competitor analysis. Letter grades will only be assigned by Professor Brown for the Individual Final Project. The "grades" for Assignment 1-3 are just an indicator of your understanding and performance.

A	12 - 11
B	10 - 8
C	7 – 4
F	< 4

Grading Rubric – Task 5 (Session 5)

Criteria	Pass	Fail
Team Collaboration	All members contribute, final concept reflects combined input.	Minimal collaboration, one-sided work.
Clarity of Concept	Idea is clearly explained in 3 slides.	Idea is unclear or incomplete.
Use of GPT Insights	GPT clearly supported idea refinement and slide creation.	No evidence of GPT use or integration.

Rubric 2

Criterion	Pass	Fail
Slide 1: Clear, relevant problem	✓ Clear user need articulated	✗ Vague, missing, or unfocused
Slide 2: Feasible solution	✓ Viable and creative solution	✗ Weak or mismatched solution
Slide 3: Target customer	✓ Persona aligns with problem	✗ No real customer insight
Slide 4: Competitor insight	✓ Competitor analysis is relevant and visual	✗ Missing or generic
Slide 5: Business model logic	✓ Revenue model + value prop align	✗ No clear value or revenue logic
GPT usage (optional)	✓ Evidence of GPT-enhanced thinking	✗ None, when needed