



Information about the course ME2062 Technology-based entrepreneurship, Spring 2021

LEARNING OUTCOMES

The course turns to engineering students who want to obtain an understanding of technology and leadership in connection with technology-based entrepreneurship. Since this course focuses on innovation and start-ups, the participants are expected to take an active role in the course and his learning.

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

1. describe and analyse how entrepreneurship in theory and practice can equip the entrepreneurial decision-making process with information about the initial stage for a new technology-based company
2. by means of frameworks, organise, critically evaluate and integrate relevant information to give decisive recommendations on measures in a given entrepreneurial situation
3. choose and use tools to identify technology related problems or needs and in such a way create a foundation for start, growth and management of technology-based companies
4. produce professional reports and presentations compiled through cooperation in groups
5. show oral and written communication skills by using convincing and factual arguments as support for justified leadership measures

LITERATURE

Bygrave W. D. A. Zacharakis and Corbett (2020) *Entrepreneurship*, Fourth Edition, EMEA Edition, Wiley.

Available for example here:

<https://www.wiley.com/en-gb/Entrepreneurship%2C+4th+Edition%2C+EMEA+Edition-p-9781119636014>

DIGITAL TEACHING APPROACH

Due to the current COVID-19 situation the course will be given digitally. The course consists of both synchronous (Zoom-meetings) and non-synchronous course content. The non-synchronous course material will be published on CANVAS and may, for example, consist of videos, quizzes and instructions for preparation before each Zoom meeting (these may vary in scope). **We will use the following Zoom link for all our meetings:**

<https://kth-se.zoom.us/j/7434303709>

Parts of the zoom-sessions (not discussions) may be recorded and posted on CANVAS for our own learning purposes.

EXAMINATION

The examination consists of:

- **SEM: Preparation and active participation in modules** 1 ECTS graded Pass/Fail
- **TEN: Individual assignment** 2,5 ECTS graded A-F
- **IN: Venture Creation group assignment** 4 ECTS graded A-F

GRADING

The *venture creation group assignment* and the **individual assignment** and is graded A-F. The assessment of the venture creation group assignment range between 0 and 100, where 60 correspond to the grade E, 65 the grade D, 70 grade C, 80 grade B and 90 grade A. Only assignments delivered in time can get the grade A or B. The grading criteria can be found in the separate document on CANVAS. There is no opportunity of an assignment in order to improve the grade of the assignments further. The total grade on the course consists of the grade on the individual assignment (30%) and the grade of the venture creation group assignment (70%). In order to pass the whole course students, need pass all parts of the examination.

PREPARATION AND ACTIVE PARTICIPATION IN MODULES

In relation to each module there will be information on the required preparations and points of discussion before each Zoom meeting. Preparing and active participation is required for passing the examination of the course (see above). Please have a look at the required preparations in advance since some of them may need some planning in advance, **If you are unable to attend some module/Zoom seminar there is an opportunity to compensate at the resource seminar.**

The four modules that you should be completed are:

Module 2: Elevator Pitch

Module 4: Marketing

Module 5: COVID-19

Module 7: Financing

VENTURE CREATION GROUP ASSIGNMENT

See detailed instructions in a separate document on CANVAS.

Important deadline for **submitting the assignments 09:00 May 20th on CANVAS**. The **presentations should be done on May 24th either 9-12 or 13-16 or May 25th 9-12**. Sign up for the most appropriate time slot on CANVAS.

INDIVIDUAL ASSIGNMENT

The individual assignment consists of two parts:

- Group process reflection document
- Individual entrepreneurship essay

Group process reflection document:

In this document the student individually provides a reflection on the process associated with working with the venture creation project. In this document the allocation of work between the students in the group should be described and reflected upon. The process reflection document should be about 2 pages.

Individual entrepreneurship essay:

The essay question(s) will be posted on CANVAS. This part of the assignment will cover the contents of the lectures and the literature presented during the course. The assignment should contain a cover page and about 4 pages of text (corresponding to a maximum of 2500 words) and a complete list of references. Please include a word count on your front page when handing in your assignment! **The assignment will be distributed at the lecture on May 4th and posted on CANVAS at 16:00. The assignment should be handed in electronically (on the course page in CANVAS at the latest 16:00 May 18th.**

INFORMATION RETRIEVAL, REFERENCES AND PLAGIARISM

Princeton University homepage provide good information on when to cite and provide examples of plagiarism:

[Princeton Academic Integrity Guide](#)

We use the Harvard system for referencing. (For example: Nyström, (2014) suggest that we use the Harvard system for referencing in our assignments and exam in the course Innovation and Entrepreneurship)

Read more about plagiarism in the KTH handbook [Guiding students away from plagiarism](#). Note that plagiarism is a serious matter and are handled by KTH's Disciplinary committee. Disciplinary measures may include suspension for 1-6 months.

CANVAS

The course has its own page on CANVAS "ME2062 Technology-based entrepreneurship Spring 2021". This page provides information about the course and slides used by the teachers will be available for download on this page.

COMPENSATORY SUPPORT

For students with functional variations who have a statement from KTH's FUNKA unit on recommended support measures in the examination the following applies:

- Support actions under code R (i.e., adjustments relating to space, time and physical circumstances) are granted by the examiner.
- Support actions under code P (i.e. pedagogical adaptation) are granted or rejected by the examiner after contact made by the student in accordance with KTH's rules. Normally, support actions under code P will also be granted.

REGISTRATION

In order to take the course, you need to register for the course. Registration should be done through the web. Please find information about registration here: [General information about course registration | KTH](#). If you have problems related to admission and registration please contact your student counsellor/coordinator at the educational office to make your course election. Once you are properly admitted and registered for the course you will have access to the course page at CANVAS. It is necessary to be registered for the course in order to participate in the course and take exams.

SCHEDULE

Date	Time	Room	Content	Teacher	Readings
23 March	13-16	Zoom	Module 1: <ul style="list-style-type: none"> • What is the value of entrepreneurship and innovation? • Idea generation and opportunity recognition 	Kristina Nyström	Chapter 1-4
30 March	13-16	Zoom	Module 2: <ul style="list-style-type: none"> • Business models, the business plan, • Elevator pitch 	Kristina Nyström	Chapter 5 and 8
13 April	13-16	Zoom	Module 3: <ul style="list-style-type: none"> • Marketing 1 • Venture creation group assignment: Group and idea presentation 	Michelle Rydback Kristina Nyström	Chapter 6
20 April	13-16	Zoom	Module 4: <ul style="list-style-type: none"> • Marketing 2 • Building the founding team 	Michelle Rydback Kristina Nyström	Chapter 6 Chapter 7
27 April	13-16	Zoom	Module 5: <ul style="list-style-type: none"> • COVID-19 and entrepreneurship 	Kristina Nyström	
4 May	13-16	Zoom	Module 6: <ul style="list-style-type: none"> • Venture creation group assignment: “Venture investor pitch video” 	Kristina Nyström	
11 May	13-16	Zoom	Module 7: <ul style="list-style-type: none"> • Financing 	Kristina Nyström	Chapter 9-12
18 May	13-16	Zoom	Module 8: <ul style="list-style-type: none"> • Growing the company • Resource seminar 	Kristina Nyström	Chapter 14
24 and 25 May	9-12 and 13-16	Zoom	Module 9: <ul style="list-style-type: none"> • Presentation of venture creation group assignment 	Kristina Nyström	

COURSE COORDINATOR, EXAMINER AND TEACHER

Kristina Nyström

E-mail: kristina.nystrom@indek.kth.se

TEACHER

Michelle Rydback

E-mail: michelle.rydback@indek.kth.se