



Information about the course ME2062 Technology-based entrepreneurship, Spring 2024

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>

Note that this course book is available in several editions. Use of other versions than the above mentioned is on your own responsibility.

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
- **INL: 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 before each meeting. Individual preparation and active participation in four modules (see below) is required for passing the SEM examination of the course (see above). Please have a look at the required preparations in advance since some of them may need some planning. **If you are unable to attend some module, there is an opportunity to compensate at the resource seminar. For the resource seminar the task is the same as for the original occasion.**

The four modules that you should complete are:

Module 3: Elevator pitch

Module 4: Sustainability

Module 7: Financing

Module 8: Shark tank

In the schedule below, they are denoted (individual).

VENTURE CREATION GROUP ASSIGNMENT

See detailed instructions in a separate document on CANVAS.

Important deadline for **submitting the assignments 19:00 May 24th on CANVAS**. The **presentations should be done on May 28th or May 29th**. Sign up your team for the most appropriate time slot on CANVAS discussion section.

INDIVIDUAL ASSIGNMENT

The assignment consist of two questions and the text should consist of maximum 2500 words for both questions in total (1000+1500) and a complete list of references (not included in the word count). Please include a word count on your front page when handing in your assignment!

The individual assignment consists of two parts:

- Group process reflection document
- Individual entrepreneurship essay

Group process reflection document:

In this part you should individually reflect on the process associated with working in a team with the venture creation project:

- How would you describe the process of working with the venture creation project?
- What are the main learning outcomes of working with your team?

- If you would go through this process again, what would you do differently?

This part of the assignment should be maximum 2 pages of text (corresponding to a maximum of 1000 words)

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 will be distributed at the lecture on May 7th and posted on CANVAS at 17:00. The assignment should be handed in electronically (on the course page in CANVAS at the latest 19:00 May 21st.**

REFERENCES AND PLAGIARISM

We use the Harvard system for referencing. 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. All submissions on CANVAS will be checked for plagiarism.

CANVAS

The course has its own page on CANVAS "ME2062 Technology-based entrepreneurship Spring 2024". 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.

COURSE COORDINATOR, EXAMINER AND TEACHER

Kristina Nyström

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SCHEDULE

Date	Time	Room	Content	Teachers	Course book readings
19 March	13-17	Salongen	Module 1: <ul style="list-style-type: none"> • Course introduction • What is the value of entrepreneurship? • Idea generation and opportunity recognition 	Kristina Nyström	Chapter 1-3
26 March	13-17	Salongen	Module 2: <ul style="list-style-type: none"> • KTH Innovation • Business models • The business plan • Design thinking 	Kristina Nyström Guest: Tom Magnergård, KTH Innovation	Chapter 4-5, 8
9 April	13-17	Salongen	Module 3: <ul style="list-style-type: none"> • Elevator pitch (individual) 	Kristina Nyström	
16 April	13-17	Salongen	Module 4: <ul style="list-style-type: none"> • Sustainability (individual) 	Kristina Nyström	Chapter 15
23 April	13-17	Salongen	Module 5: <ul style="list-style-type: none"> • Marketing 	Anna Nyqvist	Chapter 6
30 April	13-17	Salongen	Module 6: <ul style="list-style-type: none"> • The entrepreneurial team • Cost structure and revenue streams, pricing 	Kristina Nyström	Chapter 7 Chapter 9 Chapter 10-12
7 May	13-17	Salongen	Module 7: <ul style="list-style-type: none"> • Financing (individual) • Handing out the individual assignment 	Kristina Nyström	
14 May	13-17	U51	Module 8: <ul style="list-style-type: none"> • Venture creation group assignment: "Venture investor pitch video" • Shark tank (individual) • Competition 	Kristina Nyström	
21 May	13-17	Salongen	Module 9: <ul style="list-style-type: none"> • Rules and regulations • Growing the company • Resource seminar 	Kristina Nyström	Chapter 13-14
28 May 28 May 29 May	9-12 13-16 13-16	Lallerstedt Lallerstedt Lallerstedt	Module 10: <ul style="list-style-type: none"> • Presentations of venture creation group assignment 	Kristina Nyström	

ASSESSMENT CRITERIA

Grading criteria				
Venture Project				
E	D	C	B	A
<p><i>Present a venture idea which has some creative and original content.</i></p> <p><i>Present a business plan which is largely feasible.</i></p> <p>To some extent connect to relevant concepts and frameworks presented in the course.</p>	<p>All requirements for E and at least half the requirements for C.</p>	<p><i>Present a venture idea which has creative and original content.</i></p> <p><i>Present a business plan which is feasible.</i></p> <p>Connect to relevant concepts and frameworks presented in the course.</p> <p>Provide a comprehensive critical discussion and analysis</p> <p>Present a well-structured venture project report.</p>	<p>All requirements for C and at least half the requirements for A</p> <p>The assignment is delivered before deadline</p>	<p><i>Present a venture idea which has creative and original content.</i></p> <p><i>Present a business plan which is feasible and well augmented for.</i></p> <p>At an advanced level connect to relevant concepts and frameworks presented in the course.</p> <p>Provides an advanced level critical discussion and analysis.</p> <p>Present a well-structured and well-written venture project report.</p> <p>The assignment is delivered before deadline.</p>
Grading criteria				
Individual assignment				
E	D	C	B	A
<p>Reflect on collaboration in a team.</p> <p>The discussion is to some extent based on and makes reference to relevant parts of the course literature.</p>	<p>All requirements for E and at least half the requirements for C.</p>	<p>Reflect on and evaluate collaboration in a team.</p> <p>Provides a comprehensive discussion of theories and material presented in the course.</p> <p>Connect to relevant theories presented in the course.</p> <p>Present a well-structured home-exam.</p>	<p>All requirements for C and at least half the requirements for A.</p> <p>and</p> <p>The exam is delivered before deadline</p>	<p>Reflect on and evaluate on collaboration in a team.</p> <p>Provides an advanced level discussion of theories and material presented in the course.</p> <p>At an advanced level connect to theories presented in the course.</p> <p>Present a well-structured and well-written home-exam.</p> <p>The exam is delivered before deadline</p>