

## Course syllabus

Idégenerering

Ideation – creating a business idea

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Course code: CA3004

Credits: 7,5

Main field of study: –

Group of subjects: FE1

Education level: Second cycle

In-depth level of the course: AXX

Valid from: Spring semester 2022

Revisions:

Approved by: UFN 2021-11-11

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## Examination and examination codes

Presentation, Ideation – creating a business idea, 7,5 credits (2101)

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## Objective

Coming up with an interesting idea is not the end of the process, in fact it is just the beginning. This idea must be developed into a business idea and a business opportunity through both formal and informal methods. During the course, students are challenged to identify areas with needs and opportunities for development and improvement. To facilitate this the course will present tools for ideation.

## Content

The teaching is built on a mixture of lectures, debates, discussions and workshops. The content consists of a mixture of theoretical analysis and practical teaching methods.

Lessons and seminars provide an overview of the issues that the course deals with:

- creativity and innovation,
- generating and finding business ideas,
- identifying target markets and target groups,
- the business model,
- selection of business opportunities.

## Intended learning outcomes

On completion of the course, the student is expected to:



### **Knowledge and understanding**

- demonstrate an understanding of the context of entrepreneurship and innovation and its significance for today's economy and society,

### **Competence and skills**

- create, develop and present a new and innovative business idea,
- evaluate the potential and relevance of a business idea and to be able to evaluate the feasibility of the idea,

### **Judgement and approach**

- demonstrate the ability to analyze industries, markets and competitors as well as the ability to evaluate the suitability of markets for the introduction of new goods and services.

### **Literature and study material**

For information, please see the study guide.

### **Entry requirements**

General entry requirements for second cycle studies.

### **Examination**

The course is assessed by:

written and oral assignments (individual and group).

In order to pass a final grade for the entire course, the grade G (=Pass) is required for all examinations as well as completed compulsory assignments and completed compulsory attendance. Please see the study guide for a detailed description of compulsory elements as well as examination forms. In the event of absence from the compulsory teaching, the examiner may decide to give the student supplementary assignments instead.

In special cases, for example, illness or injury, some parts can be examined through a special assignment. Each case is assessed individually in consultation with the head teacher and therapists (if applicable).

The examiner has the possibility to decide on adapted or alternative examination for students with documented disabilities.

### **Grades**

Grades are given according to a criterion referenced two-point scale:



U=Fail

G=Pass

Written grading criteria for this course are to be distributed at the beginning of the course. Criterion referenced grading criteria are binding, please see the study guide.

### **Other information**

Ethical approach: In group work, everyone in the group is responsible for the group's work.

During the examination, each student must honestly report the help received and the sources used.

At the oral examination, each student must be able to account for the entire assignment and the entire solution.

The course language is English.

The course is offered within the framework of the Stockholm School of Entrepreneurship (SSES).

Responsible institution: Royal Institute of Technology (KTH). Application via KMH.