

Syllabus

for course at advanced level

Ideation - creating a business idea
Idégenerering

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6604
Valid from:	Autumn 2009
Date of approval:	2009-08-28
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

This syllabus was approved by the Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28.

Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B, or the equivalent.

Course structure

Examination code	Name	Higher Education Credits
6604	Ideation - creating a business idea	7.5

Course content

The course consists of the following course module:

- Ideation – creating a business idea 7,5 credits, provkod 6604

Thinking up an interesting business idea is not the end of the process, in fact, it is just the beginning. This idea must be developed into a business concept and a business opportunity through both formal and informal techniques.

During the course the students will be challenged to identify areas of need, to find and create business ideas, and to develop business concepts and opportunities. In order to facilitate this, the course will present key skill-sets in a series of lectures, help participants use this in a series of workshops, and further use a mix of theoretical analysis and practice-focused teaching methods.

The course will further encompass

- creativity
- finding and/or creating business ideas
- identifying the target market
- the business model
- opportunity selection.

Learning outcomes

The learning outcomes for the course are for the participants to be able to independently

- analyse and discuss the context of entrepreneurship
- identify a business opportunity
- develop and explain a business idea
- use creativity techniques to extend and further a business idea
- be able to use key skillsets for earlystage entrepreneurship
- use basic models for customer, market and competitor analysis
- develop a basic business model.

Education

The course is delivered in the form of

- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction for all teaching and learning activities is English. Instruction will be offered only if enough resources are available.

Forms of examination

a) Examination:

The students grade will depend on three factors:

- Written assignments.
- Idea workshop presentations.
- Attendance.

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

b) Grading criteria

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

c) Course requirements

Successful completion of the course requires

- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)
- a minimum E grade in the final examination.

d) Other

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

Interim

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

Limitations

The course can not be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc

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

Required reading

- Guy Kawasaki (2004) "The Art of the Start : the time-tested, battle-hardened guide for anyone starting anything" New York : Portfolio, cop.
- Idea generation case studies will be distributed to students in class throughout the course.