



**Karolinska  
Institutet**

Course syllabus for

# **From Idea to Service Business - Transforming Health Care, 7.5 credits**

Från idé till tjänsteföretagande - hälso- och sjukvård i förvandling, 7.5 hp

This course syllabus is valid from autumn 2014.

Please note that the course syllabus is available in the following versions:

Autumn2012 , Autumn2014

Course code	2QA213
Course name	From Idea to Service Business - Transforming Health Care
Credits	7.5 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	Second cycle, has only first-cycle course/s as entry requirements
Grading scale	Pass with distinction, Pass, Fail
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Styrelsen för utbildning
Decision date	2011-12-19
Revised by	Board of Higher Education
Last revision	2014-03-03
Course syllabus valid from	Autumn 2014

## **Specific entry requirements**

A minimum of 120 credits. And proficiency in English equivalent to English B/English 6.

## **Objectives**

The aim of this course is for the students to develop an understanding of and receive theoretical and practical knowledge of development and commercialization of services in the life sciences.

After the course the student should be able to:

- Analyze, clearly communicate and discuss entrepreneurship in the life sciences;
- Understand and demonstrate knowledge of the service business and its unique characteristics;
- Communicate an understanding of the development and management of service businesses;
- Argue the pros and cons of public and private funding for start-ups;
- Providing knowledge within strategy for service based companies;
- Applying knowledge and key tools for entrepreneurship in the early phase, such as market analysis and analysis of intellectual property rights (eg patents);

- Use their new knowledge to individually get a deeper understanding in the field of innovation and entrepreneurship.

## Content

The focus in the Swedish innovation development has in recent years shifted from products and companies in technology/industry to a growing service-based sector. One problem within the life sciences is the lack of individuals with the ability to combine knowledge from health care sector with business and entrepreneurship. By increased awareness of service development in this sector, and knowledge regarding the process of innovation and entrepreneurship, a solid foundation can be built that enables commercialization of ideas. With insights, skills and the right tools, ideas are protected, which can lead to valuable changes in the life sciences and ultimately improve human health.

During the course, students meet experts with different backgrounds. Various entrepreneurs will present their specific experiences of starting and managing service companies in the life sciences and guest speakers provide a broad overview of academic discoveries, start-ups, venture capital and business development in health care sector.

## Teaching methods

The course uses a student-centered educational model, in which literature studies, case studies and practical work are associated with each learning outcome. Factual knowledge is obtained through literature studies and applied through practical work. The practical work consists of workshops, case exercises (cases) and project work in groups. External experts are used for inspiration and as a source of discussion. The pedagogy is based on so-called "Entrepreneurial learning" to create the conditions for creativity, reflection and initiative.

## Examination

Projects including a written report, oral presentation and individual reflection as well as an individual case report and seminar. Active participation in the mandatory parts.

Students will be assessed based on the following scales:

- Lecture attendance, active participation and presentations.
- Completion of a group-wise case study and assignments
- Short exam
- Oral presentation

Attendance is compulsory; attendance at seminars, workshops and presentations is mandatory.

Grades are given in accordance with a criterion-based scale where A,B,C,D and E are passing grades and Fx and F are failing grades.

## Transitional provisions

Examination will be provided for a period of two years following the possible closure of the course. Examination may be done according to the previous literature list for a period of one year from the date of the renewal of the reading list has been made.

## Other directives

The course language is English.

This course is offered within the framework of Stockholm School of Entrepreneurship (SSES) five

member schools - Karolinska Institutet, KTH, Stockholm School of Economics, Stockholm University and Konstfack.

Responsible institution: Karolinska Institutet

## **Literature and other teaching aids**