



**KTH Industrial Economics
and Management**

**ME1000 Industrial
Management
Autumn 2009, period 1
Stefan Görling**

Today – Administrativia!



First course at KTH?



KTH Industrial Economics
and Management

- Lectures starts 15 minutes past.
 - ◆ 15 Minutes break every hour (or so),
so:15–17 usually mean: 15.15–16,
16.15–17
 - ◆ Feel free to ask questions, comment
during lectures.

Registration



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Registration



KTH Industrial Economics
and Management

- All participants must be registered on the course.

Registration



- All participants must be registered on the course.
- If you aren't...
 - ◆ You can't take the exam.
 - ◆ We can't give you credits for the course.
 - ◆ You can't access the course information.
 - ◆ We won't get paid.

Schedule sucks (sorry!)



Lectures spread out over 6 rooms, see course homepage for map.

Who's Stefan?



KTH Industrial Economics
and Management

- Finishing my Ph.d. in Industrial Economics & Management
- Research on immoral business-models on the Internet (Spam, viruses, adware, etc..)
- Research on Innovation & commercialization of technology

Who's Stefan?



- Some previous projects
 - ◆ System operations manager, Pricerunner.com
 - ◆ CTO Rekryteringsagenten.se
 - ◆ IT-Consultant for various enterprises
 - ◆ Scandinavian distributor of the worlds first portable MP3-player (MPMan!)
 - ◆ Had a company that sold computers a long time ago...
 - ◆ Had another company providing internet services a long time ago...

Who are you?



- Different countries
- English first language?
- Read any economics/management before?
- Taking other courses after this one?
- Entrepreneurship?
- Project management?
- Have lectures colliding?

Is management hard?



- (No, and Yes)
 - *“I believe that strategic thinking is a necessary but overrated element of business success. If you know how to design great motorcycle engines, I can teach you all you need to know about strategy in a few days. If you have a PhD in strategy, years of labor are unlikely to give you the ability to design great new motorcycle engines”*
 - (Rumfelt, 1996, California Management Review, 38, 110)

Aim of the course



KTH Industrial Economics
and Management

An overview of the field of business administration for analysis and management of industrial firms

Give theoretical insights and practical tools in management and organization of industrial firms

Give different perspectives on how to understand the phenomena of management and organisation

Aim of the course



KTH Industrial Economics
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Course Content



KTH Industrial Economics
and Management

- ◆ This is a crash course in a little bit of everything.
- ◆ (Wide as an ocean deep as a puddle)
- ◆ We'll rush through a lot of topics, to give you the language and tools of management
- ◆ (Management is practice-based, Economics theory-based.)

Course Content



KTH Industrial Economics
and Management

1. Business trends: How economics affect business in the world of today

2. The start-up of a business: Entrepreneurship and Intrapreneurship

3. Business management and customer satisfaction: Leadership, organization and employee empowerment

4. Management of human resources: Motivating employees and teams

5. Marketing: Building customer and stakeholder relationships. Pricing

6. Information management and decision-making: Understanding financial and non-financial information. The concepts of accounting and costing

7. Managing financial resources: Financing and investing opportunities

Lectures and Seminars



KTH Industrial Economics
and Management

- Lectures are free to participate in
- Seminars (September 30 & October 7)
 - ◆ You have to attend at least one of the two
 - ◆ Your group has to be represented on each
 - ◆ Report (5–10 pages) & presentation on seminar.
 - ◆ Reports graded pass/fail + Possible bonus points

About the seminars



KTH Industrial Economics
and Management

- ◆ Groups of 3–5 students
- ◆ Written report of 5–10 pages and presentation on seminar.
- ◆ Choose one topic:
 - 1 – Business & Society – Discuss one article.
 - 2 – Topics in management – Discuss a popular management book or article.
 - 3 – Analysing a corporation.

- You divide yourselves into groups, mail me names and preferred date for presentation.
- Last year more bonus on 1&2

Examination



**KTH Industrial Economics
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Examination



- Requirements:
 - ◆ Pass on seminar assignments
 - ◆ Active participation in at least one of the two seminars.
 - ◆ Pass on the final exam

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 - ◆ Pass on the final exam
- Your grade will depend on your take-home exam.
 - ◆ 48 hours to complete, from home.
 - ◆ Individual work!
 - ◆ Visit homepage to vote for date.

Examination



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 - ◆ Pass on the final exam
- Your grade will depend on your take-home exam.
 - ◆ 48 hours to complete, from home.
 - ◆ Individual work!
 - ◆ Visit homepage to vote for date.
- The exam will cover both the book **and the lectures.**

Contact Information



KTH Industrial Economics
and Management

- Stefan Görling
 - ◆ Telephone 790 76 79
 - ◆ Stefan.Gorling@indek.kth.se (preferred)
 - ◆ Sing-sing room 349
- Local student office
 - ◆ Sing-sing, second floor
 - Monday – Friday 9.30–11.30, 12.30–15.30
- Homepage
 - ◆ All course info is on <http://www.gorling.se/ME1000>
 - ◆ (@KTH_ME1000 and #KTH_ME1000 on Twitter)

Literature

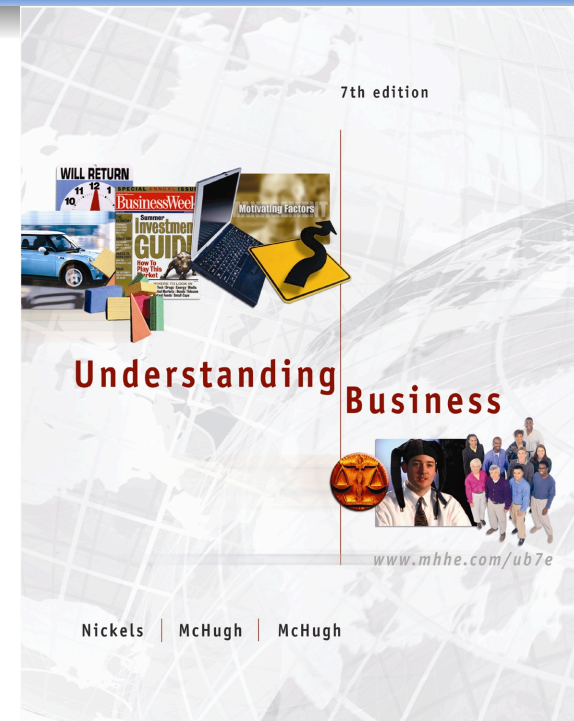


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Literature

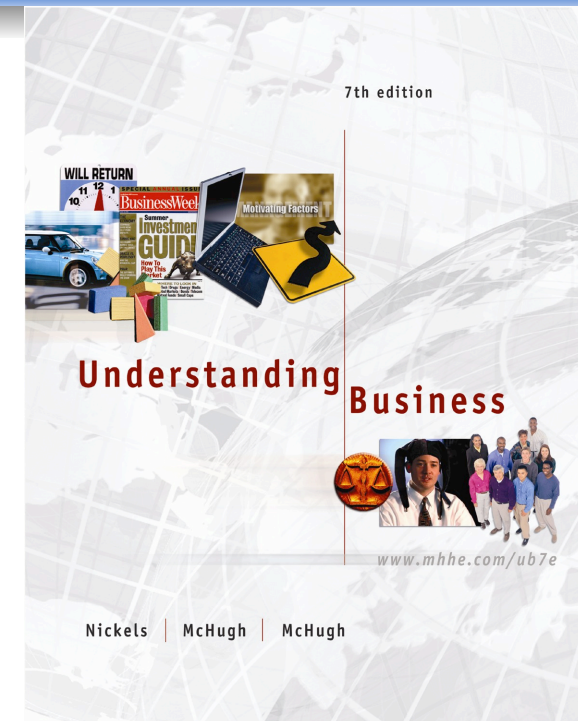


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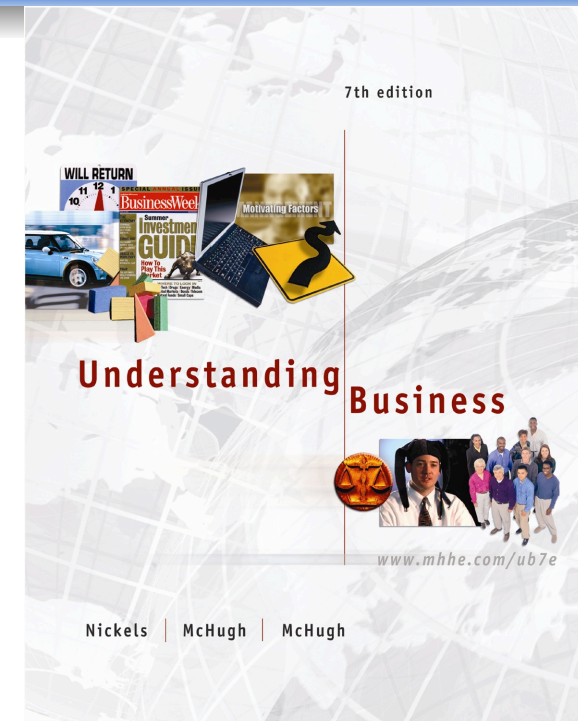
Literature

- Nickels, McHugh and McHugh:
Understanding Business, 8th ed
- Handouts
- Video material



Literature

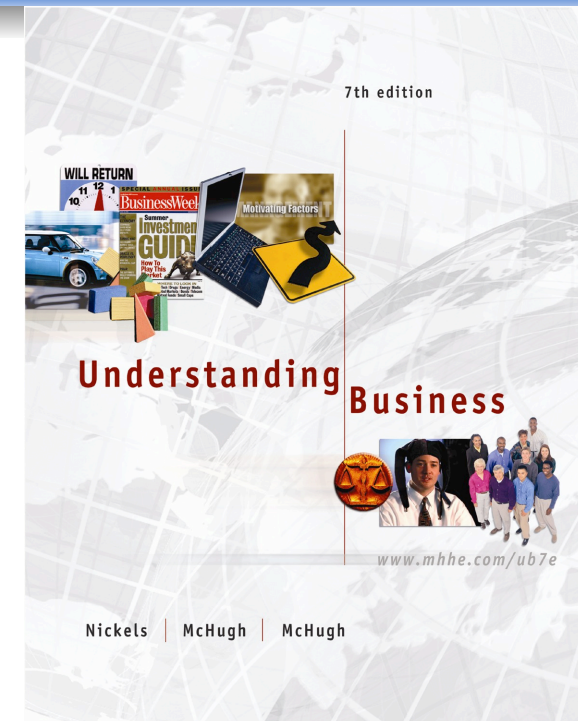
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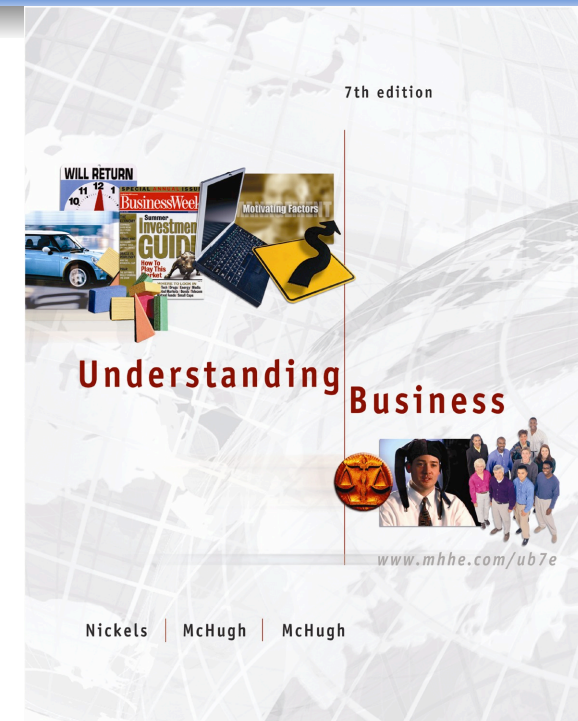
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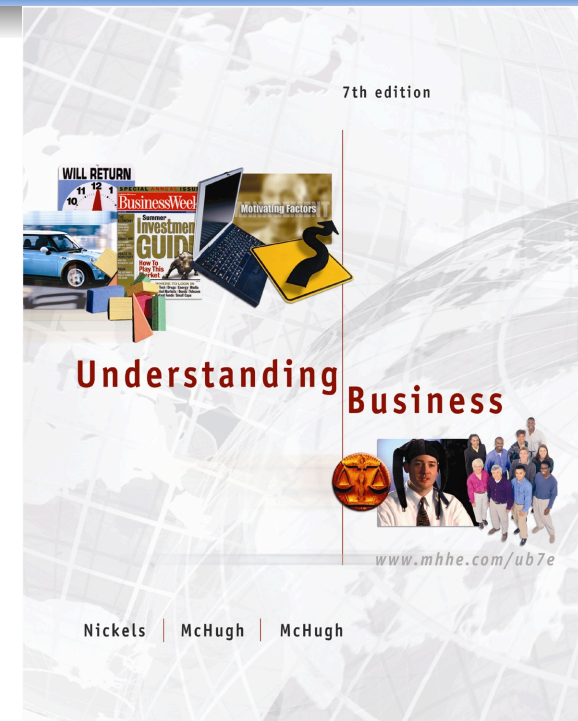
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- Read the book, you will need it.



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- Buy the book, you will need it.
- Read the book, you will need it.
- Attend the lectures, you will need it.



Next lecture



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Next lecture



- ◆ Thursday: What is a business? How to compete in a global market?

- ◆ Before leaving:
 - Sign the list
 - Take a copy of the Syllabus
 - Write down the homepage address:
www.gorling.se/ME1000

 - Remember to buy the book!