



# ENHANCING ENTREPRENEURSHIP (EDUCATION IN ENTREPRENEURSHIP, FOR ENGINEERING STUDENTS, AND FACULTY)

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2023-08-22

1 (9)

# INDUSTRIAL PAST, PRESENT, FUTURE IS A BASELINE (SWEDEN)





# SWEDEN, STOCKHOLM, KTH: TODAY, FUTURE



NEKO



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3 (9)

# LEARNING ENTREPRENEURSHIP IS NOT THE SAME AS "GETTING AN MBA"

- THE HISTORY OF THE MBA EXPLAINS WHY
  - IT WAS/IS NEVER INTENDED FOR ENTREPRENEURSHIP
- INTENTION: HELP MIDDLE-MANAGERS AT ALREADY WELL ESTABLISHED  
BIG CORPORATIONS
  - DON'T LOOK AT "BUSINESS SCHOOLS" FOR BENCHMARKS
  - THE DEAN OF HARVARD BUSINESS SCHOOL "DID NOT BELIEVE IN  
FACEBOOK" (GOOGLE: STANFORD)
  - ENTREPRENEURSHIP IN SWEDEN OF TODAY TEND TO COME FROM  
WITHIN TECH-SOCIETY ITSELF (LIKE KTH)



# ENTREPRENEURSHIP EDUCATION VS AN MBA

- SHORTER TIME AVAILABLE (STRONGER PRIORITIES)
- PRACTICE ORIENTED, LESS THEORY (RIGHT FACULTY)
- USE THAT THEY KNOW TECH (BUT NOT "HUMAN SCIENCE")
  - LEARNING BY FIRST DOING (EXPERIENCE BASED, GROUPWORK)
- CREATING A SMALL VENTURE IS NOT THE SAME AS RUNNING AN EXISTING BIG ORG.
- STARTING FROM ZERO IS NOT THE SAME AS FILLING AN EXISTING EMPTY SEAT



# CONTENT DIFFERENCES

## MBA

- ADMINISTRATION/ORG.
  - BOOKKEEPING
  - CALCULATING
  - MARKETING
  - FINANCE
  - ECONOMICS

(SUITED FOR RUNNING AN EXISTING BIG ORG)

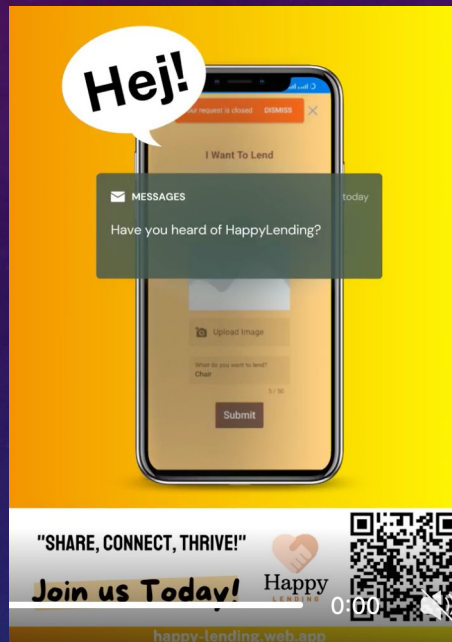
## ENTREPRENEURSHIP

- PSYCHOLOGY (PERSONAL/GROUP)
  - MARKETING/ANTHROPOGY
- UNDERSTAND HOW FINANCE THINK
  - CONTEXT ANALYSIS
- **NOT THE LEAST:** TESTING, WAYS TO DO DAILY DEVELOPMENT WORK, INVOLVE IRL

(SUITED FOR CREATING A FUTURE BIG ORG)



# AN EXAMPLE: LEARNING THE VALUE OF TESTING AN INNOVATION IN "REALITY"



Screwdrivers, mattresses...  
(A student-project)



Getting out of the normal comfort zone leads to the following "learning-points":

- How to talk to potential customers?
- How to even get contact with them?
- Who are they, how to find them?
- How to use low tech to build high tech later
- How to build something fast
- How to prioritize time, and attention
- Coping with a "non-perfect-solution"
- Getting less afraid of the totally unknown

# WHY IS TESTING SO IMPORTANT TODAY?

- COST FOR DEVELOPMENT IS LOW
  - PEOPLE TEND TO CHANGE THEIR PREFERENCES FASTER TODAY
- NOT POSSIBLE WITH "BIG PLANS" TODAY
- NEITHER NEED FOR "BIG PLANS" TODAY







THANK'S FOR LISTENING

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