

**A Brief Introduction to
Ph.D. course 42705
Knowledge-based entrepreneurship**

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Entrepreneurship is Serious Business

The ultimate purpose of acquiring personal skills and knowledge is to put it into use to create values and make an impact. This principle applies to commercial as well as scientific careers.

Put into an equation, $\text{Impact} = C * \Sigma(\text{skills} * \text{work})$ over a time span. The better skills and the more work, the more impact. But there is a coefficient of efficiency too. It depends of course on macro preconditions, but it certainly also depends on personal traits and behaviour. This is where entrepreneurship comes in. Entrepreneurship is many things. In our context, it is skilled enterprising behaviour in a commercial context.

This does not imply that entrepreneurial behaviour is relevant within industry and trade only. Entrepreneurship is much more than just starting new businesses and business areas: it is an enterprising mindset and skillset, that furthers personal impact both at a micro and a macro scale, and it is essential both within industry and science.

In 2007, DTU in a collaborative effort with Imperial College concluded an international benchmark survey on entrepreneurship education in universities. Amongst many interesting conclusion, Professor Erkkö Autio found, that quality entrepreneurship courses increase the number of students that start companies later in their career by a factor around three, and that students with entrepreneurial competencies get app. 30% more in salaries compared to students without. So entrepreneurial teaching and training does make a difference, also at a personal level.

Hence, it makes a lot of sense to sign up to 42705 Knowledge-based Entrepreneurship, running every year in April – June.

About 43705 Knowledge-based Entrepreneurship

This quote is drawn from a mail broadcast from a Ph.D. e'ship alumnus to his colleagues:

Hi All

I just finished this year's (2006) version of the DTU course 42705 "Knowledge based entrepreneurship" and I am convinced that this is the course, of all courses undertaken so far, that will have the biggest impact on my future.

The course changed my mindset regarding going from "It would be SO exciting to start my own company" to actually think in concrete ways to realize the dream. So if you have a small entrepreneur inside that you want to set free, please don't hesitate to come and ask for advice, I will be more than happy to discuss ideas. Or even better, send a mail to John Heebøll (JoHe@ipl.dtu.dk) and sign up for next time "Knowledge-based entrepreneurship" runs.

- Jeppe

Admittedly this is cherry-picking, but the statement does reflect the general experiences from participating in an enthusiastic, practical and concentrated course, providing applicable and portable knowledge on commercializing advanced knowledge and ideas.

Feel free to contact us for more information and to get information and evaluations from previous courses from www.entrepreneur.dk.



John Heebøll
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