

Course 42709 Exam Manual

Tuesday, 25 May 2010
Vers. 1.01

DELIVERABLES:

One report (business plan) per group, max 20 pages, 6.500 words.

Annexes: unlimited

Medium: digital (PDF file format preferred.) Submit to johe@man.dtu.dk. Receipt given.

GROUP PRESENTATION

Duration: 15minutes. No prescribed format or load sharing

Add 2 minutes to get in and out and hook up/down any gear

INDIVIDUAL EXAMINATION

Duration: 15 minutes, all included

2 minutes to get in and out

6 minutes to draw and present theme

4 minutes questions & answers

4 minutes censor/examiner evaluation.

LEARNING OBJECTIVES

1. Identify business opportunities
2. Develop business ideas (Opportunity driven creativity)
3. Develop business models
4. Analyze markets for technological products and services
5. Set up questionnaires and interview customers
6. Analyze customer value proposition
7. Plan the establishment of a company (Business planning)
8. Determine capital requirements
9. Establish cash flow projection
10. Establish budgets on profit/loss, assets/liabilities
11. Calculate an equity investment
12. Specify management competence profiles

EXAM THEMES

1. Demand and value creation
2. Market research & analysis
3. Budgeting and financing
4. Business law and IP issues
5. Start-up strategy & business model
6. Action plan: from now to a fully established company

DATES & DEADLINES

Submit Business plan before Thursday 10 June, 11 pm. to johe@man.dtu.dk

Exams: Tuesday 15 June 2010

Applicable exams plan: Get it at www.entrepreneur.dk and CampusNet

Marks: 7-step scale

Evaluation: individual performance compared with learning objectives.