

Evaluation Report
Knowledge based Entrepreneurship
Course 42705, Spring 2010

June 18, 2010/JH

Context

DTU Management has provided a course on applied entrepreneurship to DTU Ph.D students since 2005. Hence this course is number 6. Number of Ph.D students, who have passed, over the years, is now passing 90.

The entrepreneurship course is a practical and hands-on approach to opportunity-driven creativity, business modeling and business planning.

Students are divided into groups of 3-6 participants. The groups develop business ideas on products or services, usually based on one of the Ph.D projects involved. Next, the groups analyze the market, contact customers, develop start-up strategies and plan the execution and the financing of the business venture.

At the end of the course, the students present realistic business start-up concepts at exam.

Course specifications

6 lectures x 3,5 hours from April 2009 through May.

Themes: Applied entrepreneurship, opportunity-driven creativity, start-up strategies, business planning, market research & analysis, sales & marketing, management, budgeting & cash flow projection, financing, business law, patenting & licensing (IPR), cases.

Number of students:	15 students passed in 2010.	(12 in 2009, 21 in 2008)
Number of groups	4 groups	(3 in 2009 , 7 in 2008)
	Average grade: 8,6. (7 step scale)	(7 step scale:11,1 in 2009 13-scale: 9.3 in 2008)

Workload 5 ECTS = app. 125 hours.

Evaluation.: 15 minutes presentation of individual theme incl. discussion based on group report.

Teacher: John Heebøll, lecturer, DTU Management
External censor Gert Birnbacher.

Course evaluation principles and results

A short evaluation form is filled out by the students immediately after exams, before grades are given.

Questions and answers are reflected in the graphics below. 14 out of 15 students returned an ID-form.

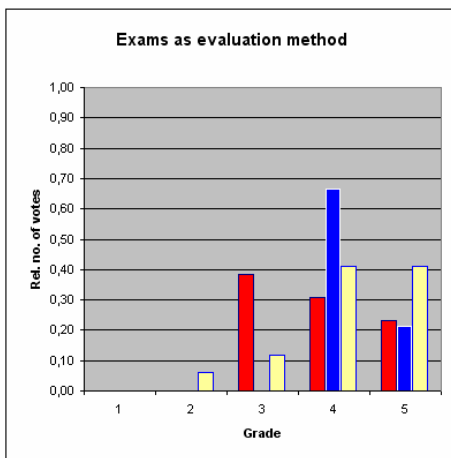
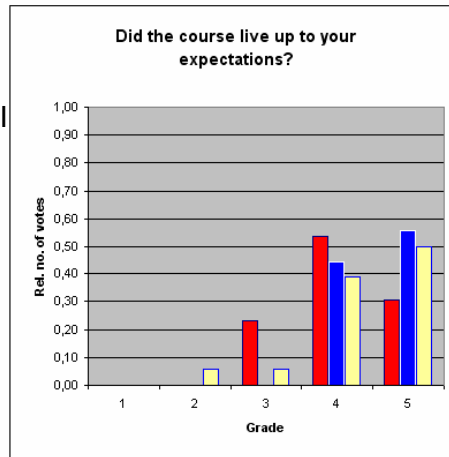
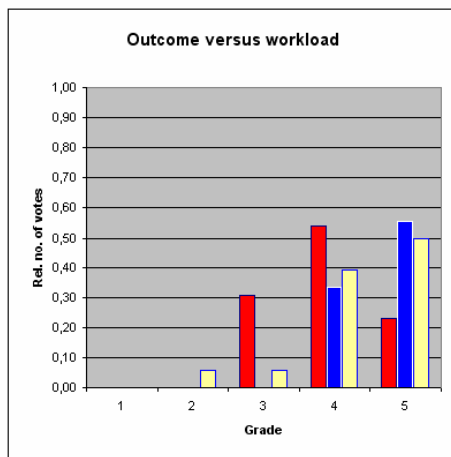
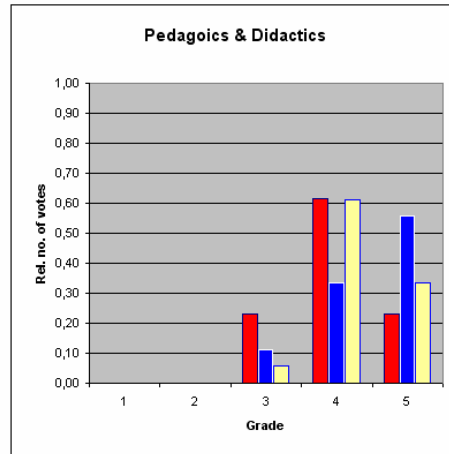
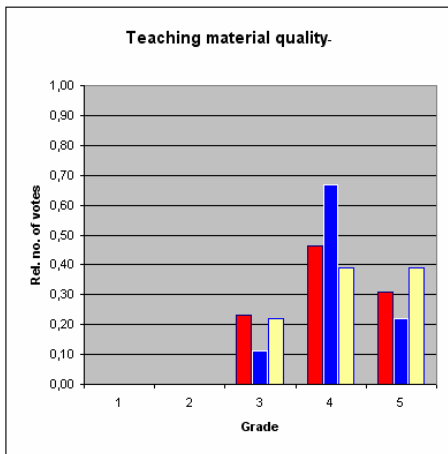
The grades are quality measures, used to monitor changes compared to previous year and to reflect the general level of satisfaction.

Further, students are encouraged to comment on "I praise, I criticise, I suggest". These comments are used for future adjustment and further development of the course.

Red bars: 2010. Blue bars: 2009. Yellow bars: 2008

Grades:

- 1: Very poor
- 2: Poor
- 3: Acceptable
- 4: Good
- 5: Very good

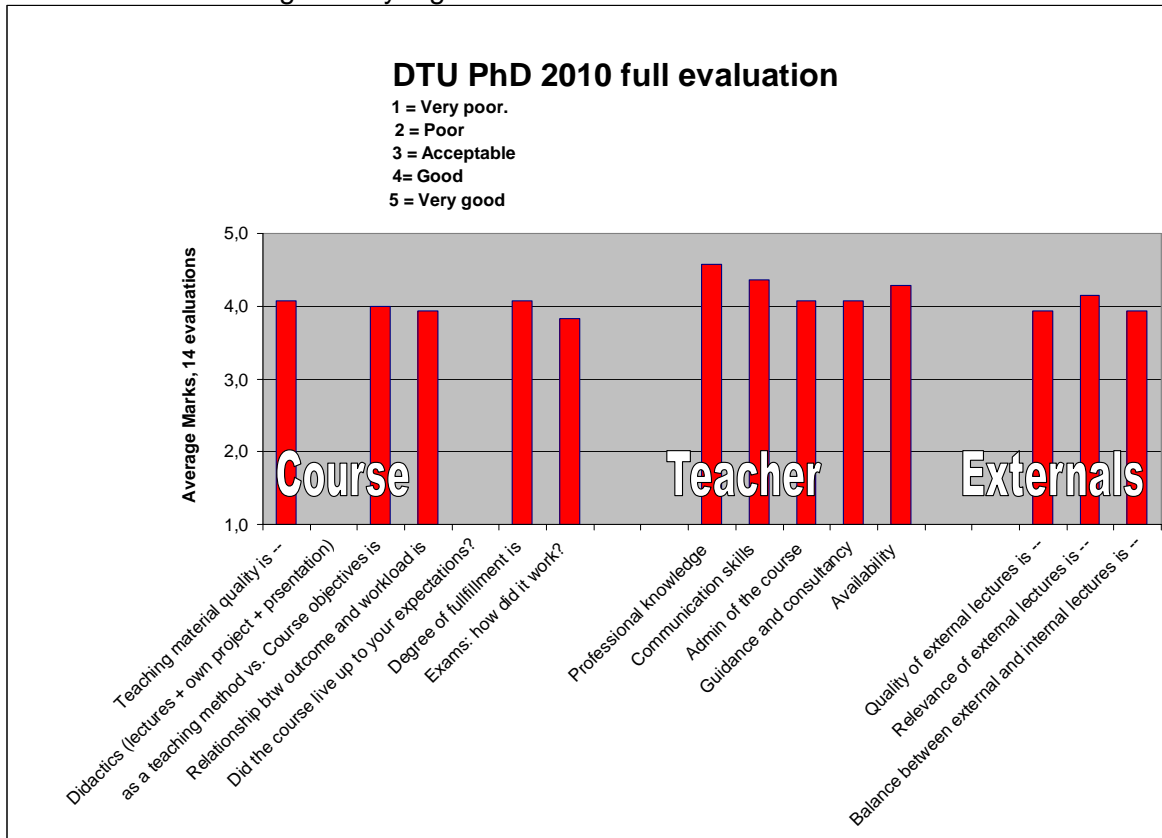


In general, marks are good, and hence, the 2010 course has lived up to expectations.

Marks however are a bit lower in general, compared to 2009 and 2008

Full course evaluation

The exhibit indicates generally high satisfaction with this course



Comments received

I praise:

The course is credited for an enthusiastic and friendly approach combined with highly useful and practical learning objectives

I criticize

Some comments address the long and demanding lectures, which again are a consequence of the concentrated form – and this year also a result of students' decision, since more and shorter lectures were offered. This seems to confirm the hypothesis that most Ph.D. students like concentrated and cost-efficient courses.

I suggest

When the business concept becomes complex, 6 – 8 weeks are not enough to complete a full business plan.

Notes from the teacher

The 2010 class was slightly larger (by 3 students) compared to 2009. Still, 15 participants are too few, and marketing amongst PhD students should be increased.

The 2010 class delivered four business plans ranging from "excellent" to "good with some notable errors".

The teacher performance has been evaluated too and is up to the marks with no or little degradation as compared to 2009 and 2008.

Lyngby, 18 June 2010.