

Course 42435 Exam Manual

Wednesday, 24 November 2010 Vers. 1.02

DELIVERABLES:

One report (business plan) per group, max 6.500 words. Annexes: unlimited
Medium: PDF file format. Bundle all you want the censor and examiner to read into one file.
Spreadsheets (MS EXCEL format) can be mailed as part of your deliverables.
Submit to johe@man.dtu.dk. Receipt given.

GROUP PRESENTATION

Duration: 7 minutes. No prescribed format or load sharing
Add 2 minutes to get in and out and hook up/down any gear

INDIVIDUAL EXAMINATION

Duration: 10 minutes, all included
2 minutes to get in and out
4 minutes to draw and present theme
3 minutes questions & answers
1 minutes censor/examiner evaluation.

TECHNICAL AIDS

Power Point presentations and spreadsheets at your own choice – on own PC or USB Stick.
Beware of hardware non-compliance. Safe choice: MS Office Power Point 2003 and – Excel 2003 format files on a USB memory -stick.

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 Friday 10 December before 12:00 noon to johe@man.dtu.dk
Exams: Wednesday, Thursday, Friday, 15, 16, 17 December 2010
Applicable exams plan: Get it at www.entrepreneur.dk and CampusNet 42435 file sharing

Marks: 7-step scale

Evaluation: individual performance compared to learning objectives.