

COURSE SPECIFICATIONS

8 lectures, 3 hours each, November 2006 until end January 2007. Exams end February 2007.
Themes: On entrepreneurship, the tale of experiences, opportunity-driven creativity, start-up strategies, business modelling, business planning, market research, market analysis, business management, financing, budgeting, IPR.

Statistics

		Brackets: last year – 2005-2006
Students passed:	41	(79)
No. of groups:	13	(18)
Grades, average	9,6	(9,2)
Grades, dispersion (SD)	1,4	(0,9)

Evaluation (exams): 15 min. presentation of written business plan. 5 min. discussion.

Course evaluation – based on 33 feed-back forms. Se figures below

Teacher: John Heebøll, associate professor, IPL, DTU
Censor: Georg Strøm, associate professor, DIKU, KU
Co-coach: Christian Hauch, associate professor, IPL, DTU

Comments to the Course

1. 41 students is a 48% reduction as compared to 2005-2006. No obvious reasons for this.
2. 13 teams is a 18% reduction as compared to 2005-2006. Obviously the groups were smaller in 2006-2007.
3. Students came from a variety of educations from athletics via computer science, geography, biology, nano science to veterinary medicine
4. The teaching language is English – for the first time at KU-NAT. To say that this went down well with the students would not be a fair interpretation of the feed back received. Same applies to the DTU course, which terminated December 2006. The shift into English at master educations apparently is not going to be a popular feature. Within the specific field of knowledge-based entrepreneurship, however, a good command of the professional English language is of essence, since high-tech ventures usually have to establish themselves in international markets from day one, often backed by international venture capital. To emphasise this point, the pre-seed investor DTU Innovation to day signs contracts in English only.
5. Pedagogies and didactics (lectures in a parallel to group work with coaching, including a pitch at exams) was appreciated by the students.
6. We used the grades scale from 6 to 13. Only few projects however received low marks. The general quality of business plans and presentations was high.

Summary of the feed back notes received

The teacher

Communication of skills and themes in general	OK
Administration of the course	OK
Guidance and consultancy	OK
Language skills	A few complains

“I appreciate”

The external lectures are highly appreciated.
The realistic approach and the general enthusiasm

I criticize

The course extends outside the course module structure – and we clearly have to change that. Some students suggest two lectures per week, which is certainly an option that we should look into.

The textbook still needs 3 – 4 chapters to be finalized. This called a few comments. A few critical remarks on the emphasis on venture capital. Same applies to technology- and product oriented companies as compared to consultancy shops. The viewpoint of the teacher however is, that if you can start a venture capital backed technology start-up, you can do everything including less ambitious ventures and consultancy companies.

I recommend

More on biotech: this indicates that we might consider to offer a biotech-specific course on KU-LIFE/HEALTH + DTU BioCenter.

More coaching and more external lecturers

2 lectures per week

Compliance with the block-structure

Overall conclusion

Comply with the block structure

2 lectures per week – at least some weeks.

Finalize the textbook

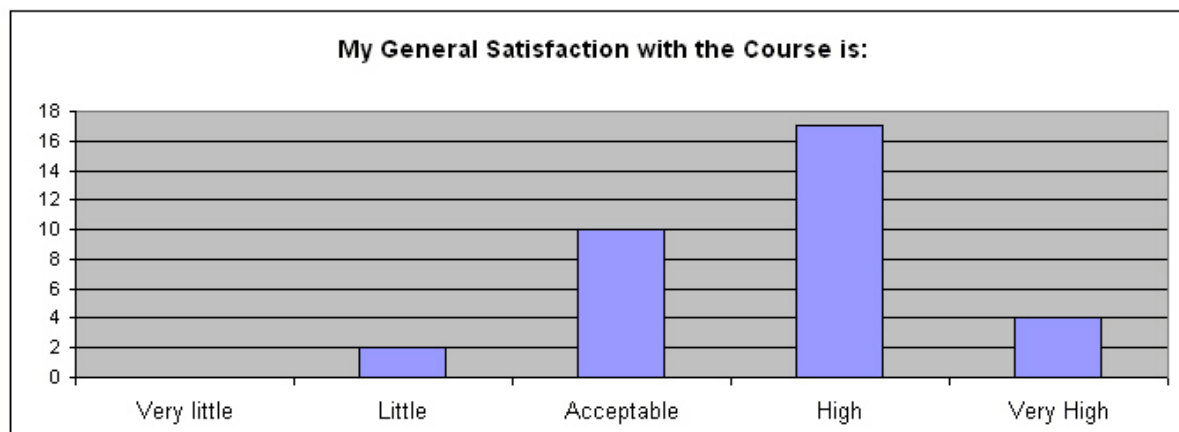
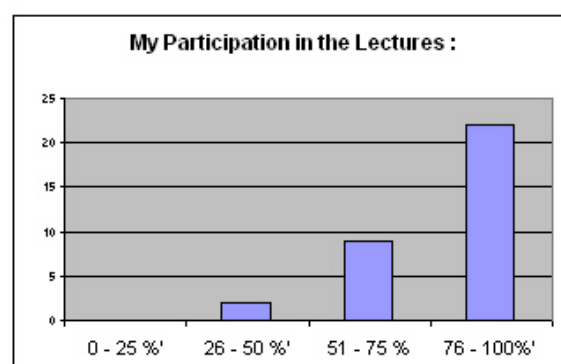
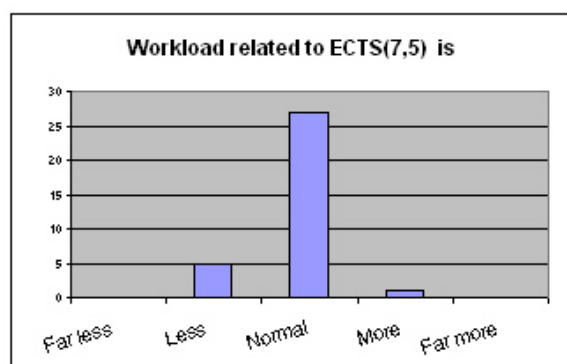
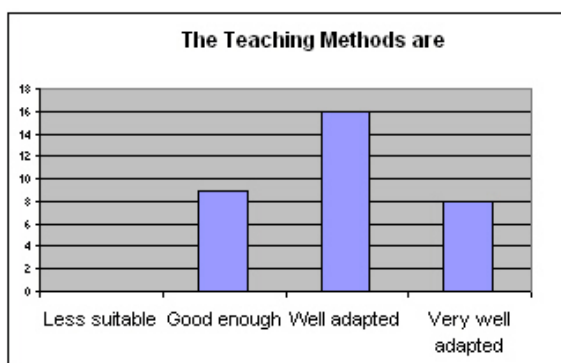
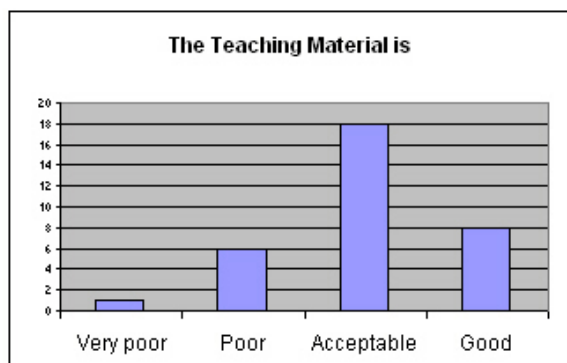
More marketing – to increase the e’ship class to 60 – 80 participants.



Lyngby, 5. marts 2007
John Heebøll

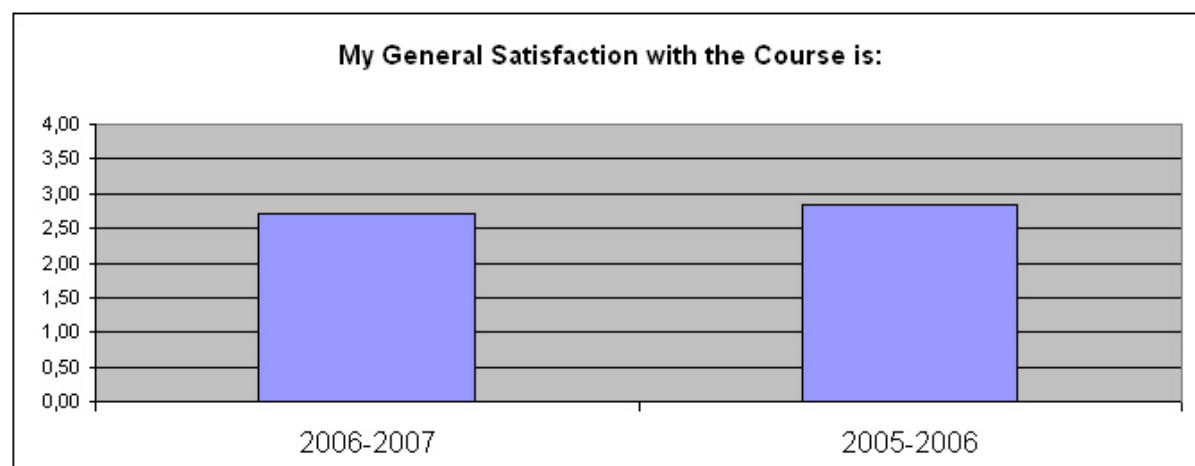
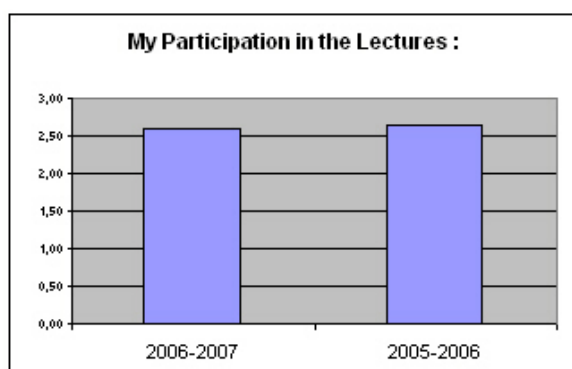
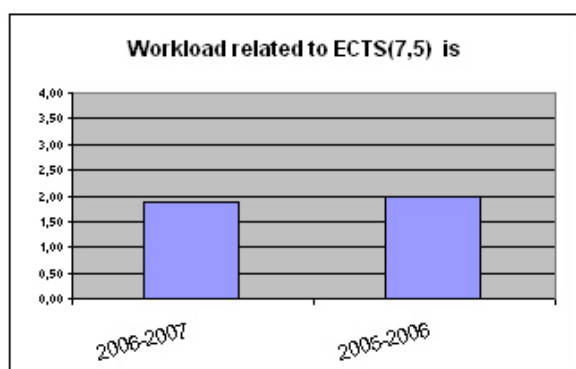
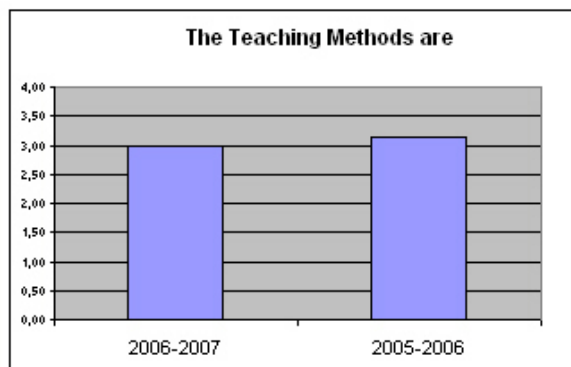
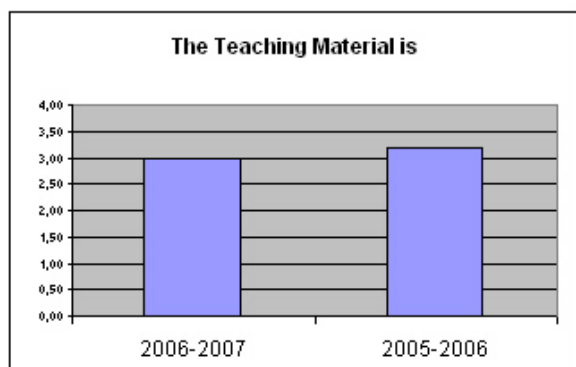
Statistics and graphics next page.

Course and teaching Materials, KU-NAT 2006-2007



Y-axis: number of answers received

Course and teaching Materials, KU-NAT 2006-2007 vers. 2005-2006



Y-axis: average score. Ymax is the highest achievable mark.