

DTU Master Course 42435 Fall 2013

EXAMS

- Time – and - Place
- What to prepare
- Evaluation Principles
- Presentation
- Exam Plan

EXAMS

Time:

Thursday – Friday 19 and 20 December 2013

Complete exams plan on CampusNet and www.entrepreneur.dk

Place: Track 1: room 007 in 426

Track 2: room 04 in 101 (Meeting Center)

Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint.

Bring your slides on a USB stick or a PC.

Beware of HW/SW compatibility – and handshake problems: they eat your examination time!

Apple computers are not compatible with our beamers

EXAMS 1:

Check exams manual on CampusNet and www.entrepreneur.dk <[sample](#)>
Check latest version EXAMS PLAN same locations. <[sample](#)>

PROJECT PRESENTATION. Everybody present

Duration: 5 minutes. No prescribed agenda – but **this is a PITCH**
2 minutes to get in and out and hook up/down any gear

INDIVIDUAL EXAMINATION One student only

Duration: 10 minutes, all included
2 minutes to get in and out
4 minutes to present a theme – *relevant theories used in your own context*
2 minutes questions & answers
2 minutes censor/examiner evaluation.

After individual marks have been communicated:

GROUP DE-BRIEFING. Everybody present

Duration: 5 minutes. General feed-back on project

EXAMS 2:

Individual presentation

Each student will present one theme out of six:

Themes are drawn randomly from:

1. **Demand and value creation** - what problems are solved, why is it important?
2. **Market research & analysis** - emphasis on customers
3. **Budgeting and financing** - emphasis on cash flow budget
4. **Business law and IP issues** - company form, patents, employees etc.
5. **Start-up strategy & business model** - how revenue is generated etc.
6. **Action plan: from now to a fully established company** - execution!

Your business plan is your context

Present and discuss themes in your own context.

Thus, Your presentation is specifically relating to your own start-up project

EXAMS 3:

Guidelines for SKYPE-based examination

1. Make an arrangement with one of your team-members (your SKYPE-buddy)
2. Set up and test your SKYPE connection together with your SKYPE-buddy, well before exams. Make sure that the webcam works as well
3. Before exams time: locate yourself in a calm hot-spot setting with sufficient bandwidth to allow an undisturbed SKYPE video-session and go online
4. Your SKYPE-buddy calls you just before the group presentation and carries you (on his/her laptop) into the exams room – placing you to allow you to see the group
5. After the presentation, you are carried out again and probably disconnected
6. When your turn comes, your SKYPE buddy calls you again and carries you into the exams room and places you to allow you to see us (Examinator and Censor).
7. Your SKYPE-buddy throws the dice for you to pick an exams question.
8. After your performance, you are carried out and delivered to your SKYPE buddy by the Examinator

The Business Plan CHECKLIST!

Deadline for submitting business plan:

Friday 13 December 2013, 12.00 noon.

DELIVERABLES:

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

Annexes: unlimited

You may add spreadsheets (MS Office Excel format)

Medium: Strictly digital. MS Office 2007 or Adobe readable files!

Sorry – no Open File Format.

Language: English or Danish at your own choice

Front cover: include project name, group number, names + student number

EVALUATION – 1

Evaluation on Learning Objectives

A student who meets the learning objectives of the course can:

- ✓ Identify business opportunities
- ✓ Develop business ideas (Opportunity driven creativity)
- ✓ Develop business models
- ✓ Analyze markets for knowledge based products and services
- ✓ Set up questionnaires and interview customers
- ✓ Analyze customer value proposition
- ✓ Plan the establishment of a company (Business planning)
- ✓ Determine capital requirements
- ✓ Establish cash flow projection
- ✓ Establish budgets on profit/loss, assets/liabilities
- ✓ Calculate an equity investment
- ✓ Specify management competence profiles

EVALUATION – 2

GRADE: 7-step Scale

A - 12	Excellent Outstanding performance, only minor errors
B - 10	Very good Above average standard with some errors
C - 7	Good Generally sound, a number of notable errors
D - 4	Satisfactory Fair, but significant shortcomings
E - 02	Sufficient Meets the minimum criteria
Fx - 00	Fail Some more work required
F - -3	Fail Considerably more work required

Presentation 1: Hints

- **Prepare a manuscript for each theme**
- **PP-slides are often a very good support**
- **Try to deliver your presentation in 3 minutes, sharp**
- **Say what you want to say – say it – say what you said**
- **Make a rehearsal**
- **Think tactically during the session**
- **There is room for a smile**

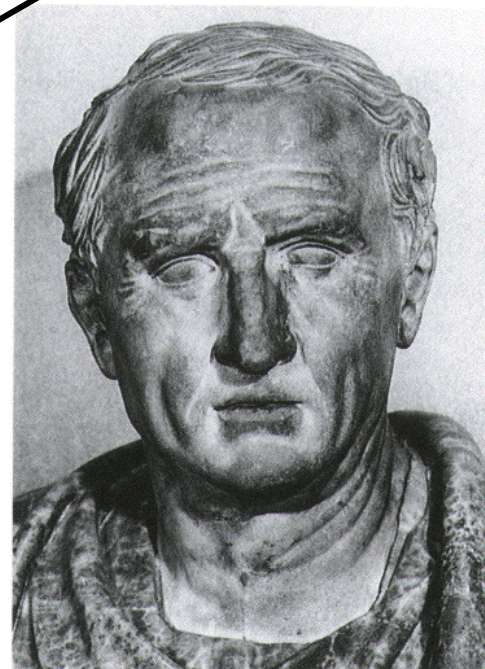
Presentation 2. My Favourite CICERO's Directions for Speech

A speech must be conquering, instructing and rousing the audience to act.

Time for change!

YES we CAN!

REGISTER and VOTE!



Marcus Tullius Cicero
106 – 43 BC

Questions?

