

COURSE PLAN

42435 Knowledgebased Entrepreneurship, Fall 2013

Lectures in building 308, room 12

Lectures start Mondays 01:00 pm..

Updated: Wednesday, October 02, 2013

Version 1.06

1. Monday, 2 September 2013

Warming up with:

- DTU Innovatorium – by chief **Mikkel Sørensen**

Introduction:

- to the course: learning objectives, lectures, group work, schedule
- to the entrepreneurial culture

Practicalities: Forming the Teams

- Submit your ID form (Get it from www.entrepreneur.dk or CampusNet)
Submit it before Tuesday 3 September 12:00 noon. to stay enrolled.

Coaching and assistant teachers

Dorte Wiene

- On coaching in 42435

2. Monday, 9 September 2013

Venture Cup: the national business plan competition in further education in Denmark
Christian Østerbye, University Coordinator - DTU

The Basics of Entrepreneurship 1.

- Preconditions for a business start-up
- The entrepreneur: the profile and the working life

The Basics of entrepreneurship 2.

- Success and non-success in high-tec venturing
- Classic rules of the Thumb

Practicalities: Meet Your Team

- A get-together event rolls out

3. Monday, 16 September 2013

Stardust DTU: the student entrepreneurs at DTU introduced by chief **Chris Berg Porsgaard** cbp@stardust-dtu.dk

Opportunity-driven Creativity

- The fabric of ideas
- Increase your creativity: a systematic approach to developing realistic business ideas with a perspective.
- From idea to going company: strategies in high-tec venturing: set the right strategy

4. Monday, 23 September 2013

- Business modeling Karen Murdock, Assistant professor, DTU Man.
- Business planning External lecturer and coach Dorte Wiene

Case: **Christian Visti Larsen**
<http://bigewallet.com/>
<http://www.bigewallet.dk/>

5. Monday, 30 September 2013

Business law JH

- Legal forms (Ltd., A/S, ApS etc.)
- Holding companies: Pros and cons.
- Salaried Employees' Act
- Product Liability
- Agreements in trade and between shareholders

Case: **Morten Elk**
<http://www.simplesite.com/>

After the lecture: a brief presentation of **CPH Management Consulting Club** by Louise Bruun-Hansen (s072285@dtu.dk), Marketing Officer, DTU. <http://cphmcc.com/>
Relevant to those working in the field of engineering consultancy.

6. Monday, 7 October 2013

Market Research and – Analysis JH

- Michael Porters Market model
- The 5-forces in action
- The value chain

Sales and marketing JH

- Why is this most important activity at all?
- What makes you a successful sales person?
- Sales strategies in high tech venturing

CASE: **Jan Lidgaard, TRUE™**
<http://www.truecph.com>

Autumn Leave week 42, 14 October – 18 October 2013

7. Monday, 21 October 2013

Financing 1

- Mapping the landscape. JH

External guest Pre-seed, early stage: Seed Capital Denmark
Lecturer TBD

8. Monday, 28 October 2013

Financing 2

- The numericals of a funding round. JH

Financing 3

- 14:00 – 14:45 External lecture: Vækstfonden. Lecturer : Ulrik Jørring
- 14:55 – 15:20. External lecture: Private capital in Denmark., CONNECT Denmark. Lecturer: Nicholas Hawtin.

9. Monday, 4 November 2013

Business Economics 1 JH

Budgeting

From action plan to cash flow budget to capital requirements.

10. Monday, 11 November 2013

IPR strategies for start-ups JH

- Components in protecting intellectual property and knowledge
- The basics of a patent
- Economical impacts on IPR strategies for start-ups

11. Monday, 18 November 2013

Business management JH

- Setting up the administration of your business venture
- The art of fine business management:
- The board: roles and practicalities

12. Monday, 25 November 2013

Grand Case Day

Real life cases presented, analyzed and discussed.

Themes:

- Venture capital or self contained growth
- Upgrading management
- Running dry on cash
- Breaking through to the market
- And more ---

13. Monday, 2 December 2013

Case: TBD

About Exam

- Formalities
- Present your business plan

Exit lecture

- The course in retrospective
- Entrepreneurship and the history of ideas

DL Business plan: Friday 13 December 2013 12:00 noon.

Exams:

Thursday 19 December from 8:00 a.m.

Friday 20 December from 8:00 am.

Details to follow

This plan is subject to continuous changes.

Changes will be notified in the weekly bulletin

Latest version available on the course site www.entrepreneur.dk and CampusNet

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