

COURSE PLAN

42435 Knowledgebased Entrepreneurship, Fall 2014

Lectures in building 306 room 34

Lectures start Mondays 01:00 pm.

Updated: Thursday, October 09, 2014

Version 1.07

1. Monday, 1 September 2014

Warming up with:

- DTU entrepreneurial policies and their execution by **Marianne Thellersen**, DTU director of innovation and entrepreneurship
- DTU Skylab – by chief **Mikkel Sørensen**
- Stardust DTU: Entrepreneurial students association at DTU. **Jesper Baltzersen**, president.
- Venture Cup: the national business plan competition in further education in Denmark, **Jesper Alkestrup**, Venture Cup coordinator, DTU.

Introduction:

- to the course: learning objectives, lectures, group work, schedule
- to the importance of entrepreneurship

Practicalities: Forming the Teams

- Submit your ID form (Get it from www.entrepreneur.dk or CampusNet)
Submit it before Tuesday 2 September 12:00 noon to confirm enrollment

2. Monday, 8 September 2014

Project management

- Cross-cultural teams. **Minna Paoulova**, Copenhagen Business School
- The Belbin personality test. **Heidi Teerjoki**, DTU Management Engineering.
- The Development Log. Project management tool. **Simon Strøm**, assistant teacher 42435

Opportunity-driven Creativity

JH

- 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.

Creativity enhancing conditions, frameworks and processes.

John Cleese on Creativity

Practicalities: Meet Your Team

- A get-together event rolls out

3. Monday, 15 September 2014

Coaching and assistant teachers **Dorte Wiene**, External lecturer, DTU Man
• On coaching in 42435

Business modeling and Start-up Strategies JH

After lectures: Testing the development log. Søren Strøm coaches groups that volunteer for testing the development log. Max 10 groups.

4. Monday, 22 September 2014

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

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

5. Monday, 29 September 2014

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: TBC

6. Monday, 6 October 2014

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

Autumn Leave week 42, 13 October – 17 October 2014

7. Monday, 20 October 2014

Financing 1

- Mapping the landscape. JH

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

8. Monday, 27 October 2014

Financing 2

- The numericals of a funding round. JH

Financing 3

- 13:40 – 14:20 External lecture: Vækstfonden. Lecturer : TBC
- 14:25 – 14:50. External lecture: Private capital in Denmark., CONNECT Denmark. Lecturer: TBC

9. Monday, 3 November 2014

CASE day arranged by Dorte Wiene

10. Monday, 10 November 2014

Business Economics

Budgeting

From action plan to cash flow budget to capital requirements.

11. Monday, 17 November 2014

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

12. Monday, 24 November 2014

Business management JH

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

13. Monday, 1 December 2014

About Exam

- Formalities
- Present your business plan

Exit lecture

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

DL Business plan: Thursday 11 December 2014 12:00 noon.

Exams:

Thursday 18 December from 8:00 a.m.

Friday 19 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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