

Course 42435 Exam Manual

Location:

Track 1: room 007F in build. 426 ground floor, North West. Track 2: room 130A in build. 426, first floor, West
Tuesday, 11 November 2014, vers. 1.01

DELIVERABLES: (*Deadline: Tuesday 11 december 2014 at 12:00 noon*)

One report (business plan) per group, max 6.500 words. Annexes (appendices) to report: no limits.

Medium: **PDF file format**. No open file format, pls.

Spreadsheets (MS EXCEL format) can be mailed as part of your deliverables.

Submit to **johe@dtu.dk**. Receipt is given.

GROUP PRESENTATION

Duration: 5 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: *theories and tools used in your specific context*.

2 minutes questions & answers

2 minutes for censor/examiner evaluation

TECHNICAL AIDS

Power Point presentations and spreadsheets at your own choice – on own PC or USB Stick.

Beware of HW/SW compliance. Safe choice: *MS Office Power Point 2007 and – Excel 2007 format files on a USB memory stick* will run on the hardware that is available in the exam room.

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

Deadline, submitting business plan: Tuesday 11 December 2014, 12.00 noon.

Exams: Thursday 18 December and Friday 19 December from 08 am.

Applicable exam plan: Get it at www.entrepreneur.dk and/or CampusNet 42435 file sharing

Marks: 7-step scale

Evaluation: report + individual performance compared to learning objectives.

The grade is based on a combined evaluation of the report and the individual examination.