

COURSE PLAN
42435 Knowledgebased Entrepreneurship, Spring 2014
F14-2A, 2014

Lectures in 306, room 35

Lectures start Mondays on 01:00 pm.

Updated: Thursday, 13 march 2014

Version 1.02

1. Monday, 3 February 2014

Warming up with:

- Venture cup business plan competition
- Stardust DTU: the student entrepreneurs at DTU

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)

2. Monday, 10 February 2014

Business planning

External lecturer and coach Dorte Wiene

Practicalities: Meet Your Team

- A get-together event rolls out

Coaching and assistant teachers

- On coaching in 42435

3. Monday, 17 February 2014

The Basics of Entrepreneurship 1.

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

The Basics of entrepreneurship 2.

- Succes and non-succes in high-tec venturing
- Classic rules of the Thumb

4. Monday, 24 February 2014

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 concern: strategies in high-tec venturing: set the right strategy

Selected cases in 42435 (JH)

5. Monday, 3 March 2014

Business law JH

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

MEETINGS with groups – planning on the fly

6. Monday, 10 March 2014

Business Economics 1 JH

Budgeting

From action plan to cash flow budget to capital requirements.

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7. Monday, 17 March 2014

External guest 13:00 – 13:40

SCION DTU: the Science Park at DTU. Kristine Garde.

Financing 1

- Mapping the landscape. JH

8. Monday, 24 March 2014

Financing 2

- The numericals of a funding round. JH

Financing 3

- 14:20 – 14:50. CONNECT Denmark.
Nicholas Hawtin
- 15:00 – 15:35. Vækstfonden: the risk capital market in Denmark 2014
Søren Jessen Nielsen

9. Monday, 31 March 2014

CASE: 13:00 – 13:40
123 Hjemmeside Morten Elk. PhD, MSc.

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

10. Monday, 7 April 2014

External guest: SEED Capital v. Niels Veirup Carlsen.

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

Intro: Copenhagen Management Consulting Club.
Corbin Lott, Rasmus Vang Andersen

EASTER – 2 weeks break

11. Monday, 28 April 2014

13:00 – 13:50

Doing Business in China.

Mr. Jun Tang, CEO, Gaotime Information Co. Ltd. Shanghai, PRC

14:00 – 14:40

CASE: Biomodics. Peter Thomsen

Business management JH

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

12. Monday, 5 May 2014

Grand Case Day

Five cases analysed and discussed

13. Monday, 12 May 2014

About Exam

- Formalities
- Present your business plan

Exit lecture

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

DL Business plan: Monday 26 May 2014 12:00 noon.

Exams:

Monday 2 June from 8:00 a.m.

Tuesday 3 June from 8:00 a.m.

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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