

Course 42435 Exam Manual

Location: building 426, floor, north wing.
Rooms 005 , 007 and 009

Friday, 08 May 2015, vers. 1.02

DELIVERABLES: (Deadline:Friday 22 May 2015 at 12:00 noon)

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

PDF file format. No open file formats or zipped files,pls.

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

Submit report & appendices to my DTU mail address **johed@dtu.dk**. Receipt is given.

GROUP PRESENTATION

Duration: 5 minutes. No prescribed agenda or “who presents”. This is YOUR pitch. Give it to us!
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: how *theories and tools are 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 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:

Friday 22 May 2015,12.00 noon.

Exams:

Thursday 28 May and Friday 29 May from 08 am.

Applicable exam plan:

Get it at the 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.