



# DTU Course 42435

Knowledge based Entrepreneurship

COURSE PRESENTATION

Video 02

John Heebøll

DTU Management Engineering  
Technology and Innovation Management

42435 Knowledge based entrepreneurship



## **AGENDA**

- **Course Objectives**
- **Learning Objectives**
- **Course Process**
- **Milestones in 42435**

## Course Objectives:

Develop your entrepreneurial  
***mindset & skillset***

### PEDAGOGICS & DIDACTICS

Lectures -> disseminating knowledge

Project => assimilating knowledge and turn it into skills  
(Teaching AND Training)

CDIO applies: conceive, design, implement and operate

## Entrepreneurial Mindset

- **The Near-Entrepreneurial Experience**
- Introduction to a Working Life
- Develop trust in own competencies
- Get inspiration from successful entrepreneurs

## SKILLSET:

High Tech Venturing is a skilled art  
That is: a complex, demanding and multidisciplinary process.

Success depends on multiple competencies, networks, advanced technical knowledge, business experience, etc.

<b>Multiple Competencies</b>	<b>Teaching</b> (13 lectures)
<b>Business experience</b>	<b>Training</b> (Creation, market analysis, business modelling & planning)
<b>Networks</b>	<b>Group work, Venture Cup, Mentor program</b>

## Learning Objectives

A student who has met the objectives of the course will be able to:

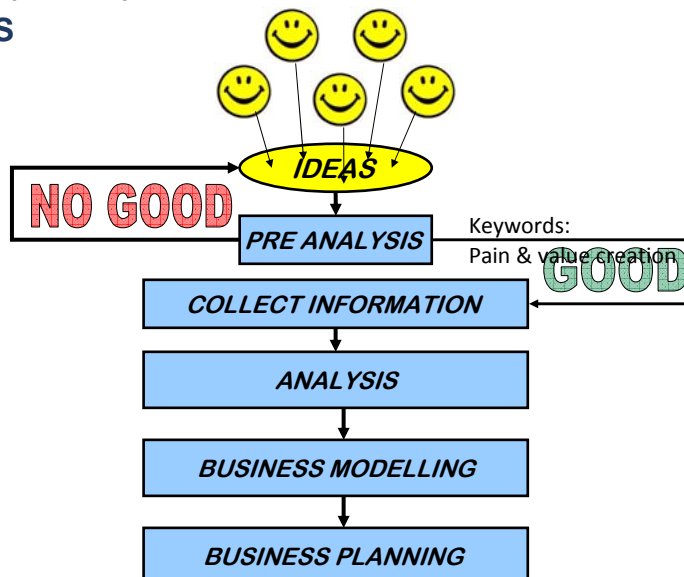
1. Identify business opportunities
2. Develop business ideas (Opportunity driven creativity)
3. Develop business models
4. Analyze markets for technological products and services
5. Interview customers
6. Analyze customer value creation
7. Plan the establishment of a company (Business planning)
8. Determine 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

## COURSE DESIGN

**Idea:** Get your group formed and put at work ASAP - on opportunity-driven idea generation – and then top up the tool box.

- **First four lectures:**
  - **BASICS in Business Development**
    - Opportunity recognition + idea generation
    - Success- and non-success in business formation
    - Business modeling
    - Business planning
- **The rest of lectures:**
  - Market research & analysis
  - Sales & Marketing
  - Business management & admin.
  - Budgeting and financing
  - Basic IP + legal stuff
  - Cases and entrepreneurs

## COURSE PROCESS



## WORK PLAN

Reference is made to the Course Manual

### Tentative time schedule:

Kick-off:	Team fully operational.	One week from course start
1. milestone:	Product/service/process OK	3 – 4 weeks 5-liner
2. milestone	Market research finalised	3 – 4 weeks Business model designed
Project deadline:	Business plan completed	3 – 4 weeks Business plan submitted
Exams:	2 – 3 tracks, 2 days. Planned one month before exam date	

## So what's in it for you?

- 1. An educated decision*
- 2. An eye for opportunity*
- 3. A tuned toolbox*
- 4. Some valuable know how*
- 5. New friends – a shared interest*