

EXAMS

- Time – and - Place
- What to prepare
- Evaluation Principles
- Presentation
- Exam Plan

EXAMS

Time:

Tuesday, 15 June 2010

Complete exams plan on www.entrepreneur.dk
Will be broadcasted when ready and whenever changed.

Location: DTU Building 424, room mid, ground floor

Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint.
Bring your slides on a USB stick or a PC.



EXAMS:

Check exams manual (get it from www.entrepreneur.dk)

PROJECT PRESENTATION. Everybody present (or on line via SKYPE)

Duration: 15 minutes.No prescribed agenda.

1 minutes to get in and out and hook up/down any gear

INDIVIDUAL EXAMINATION One student only

Duration: 15 minutes, all included

1 minute to get in and out

6 minutes to present a theme

4 minutes questions & answers

4 minutes censor/examiner evaluation.

After individual marks have been delivered:

GROUP DE-BRIEFING. Everybody present (or on line via SKYPE)

Duration: 5 minutes. General feed-back on project



EXAMS:

check **exams manual** (www.entrepreneur.dk)

Each student will then present one out of six themes

Themes are drawn randomly from:

1. **Demand and value creation** - what problems are solved,why is it important?
2. **Market research & analysis** - emphasis on customers
3. **Budgeting and financing** - emphasis on cash flow budget
4. **Business law and IP issues** - company form, patents, employees etc.
5. **Start-up strategy & business model** - how is revenue generated etc.
6. **Action plan: from now to a fully established company** - execution!

The Business Plan

Deadline for submitting report:

Thursday 10 June 11:00 pm.
Send via mail to johe@man.dtu.dk

DELIVERABLES:

One report (business plan) per group, max 20 pages, 6.500 words.

Annexes: unlimited

File format: PDF and/or MS WORD and/or EXCEL files.

Medium: strictly digital. No paper, please!

Language: English or Danish at your own choice

Front cover: include project name, group number, names + study number

Send your stuff to johe@man.dtu.dk. Receipt will be returned to sender.

Evaluation

Principle: 2/3 on the written material, 1/3 on the oral presentation

A student who has met the learning objectives of the course can:

- ✓ Identify business opportunities
- ✓ Develop business ideas (Opportunity driven creativity)
- ✓ Develop business models
- ✓ Analyze markets for knowledge based products and services
- ✓ Set up questionnaires and interview customers
- ✓ Analyze customer value proposition
- ✓ Plan the establishment of a company (Business planning)
- ✓ Determine capital requirements
- ✓ Establish cash flow projection
- ✓ Establish budgets on profit/loss, assets/liabilities
- ✓ Calculate an equity investment
- ✓ Specify management competence profiles

EVALUATION – 2

GRADE: 7-step Scale

A - 12	Excellent Outstanding performance, only minor errors
B - 10	Very good Above average standard with some errors
C - 7	Good Generally sound, a number of notable errors
D - 4	Satisfactory Fair, but significant shortcomings
E - 02	Sufficient Meets the minimum criteria
Fx - 00	Fail Some more work required
F - -3	Fail Considerably more work required

Presentation: Hints

- **Prepare a manuscript for each theme**
- **Try to deliver your presentation in 5 minutes**
- **Say what you will say – say it – say what you said**
- **Make a rehearsal**
- **Think tactically during the session**
- **There is room for a smile**