

DTU PhD Course Spring 2012

## EXAMS

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

## EXAMS

### Time:

**Friday, 1 June 2012**

**Complete exams plan on CampusNet and [www.entrepreneur.dk](http://www.entrepreneur.dk)**

**Place: S04, Meeting Center, Building 101A**

### Auxiliaries at hand:

**Beamer, PC with Microsoft PowerPoint.**

**Bring your slides on a USB stick or a PC.**

Beware of HW compatibility – and handshake problems: they eat your examination time!



## EXAMS 1:

Check exams manual on CampusNet and [www.entrepreneur.dk](http://www.entrepreneur.dk) <sample>  
Check latest version EXAMS PLAN same locations. <sample>

### **PROJECT PRESENTATION. Everybody present**

Duration: 10 minutes.No prescribed agenda.  
2 minutes to get in and out and hook up/down any gear

### **INDIVIDUAL EXAMINATION One student only**

Duration: 12 minutes, all included  
2 minutes to get in and out  
6 minutes to present a theme  
3 minutes questions & answers  
1 minute censor/examiner evaluation.

*After individual marks have been communicated:*

### **GROUP DE-BRIEFING. Everybody present**

Duration: 10 minutes. General feed-back on project



## EXAMS 2:

### **Individual presentation**

Each student will present one theme out of six:  
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 revenue is generated etc.
- 6. Action plan: from now to a fully established company** - execution!

### **Your business plan is your context**

Present and discuss themes in this context.

Thus, Your presentation is specifically relating to your own start-up project

## EXAMS 3:

### Guidelines for SKYPE-based examination

1. Make an arrangement with one of your team-members (your SKYPE-buddy)
2. Set up and test your SKYPE connection together with your SKYPE-buddy, well before exams. Make sure that the webcam works as well
3. Before exams time: locate yourself in a calm hot-spot setting with sufficient bandwidth to allow an undisturbed SKYPE video-session and go online
4. Your SKYPE-buddy calls you just before the group presentation and carries you (on his/her laptop) into the exams room – placing you to allow you to see the group
5. After the presentation, you are carried out again and probably disconnected
6. When your turn comes, your SKYPE buddy calls you again and carries you into the exams room and places you to allow you to see us (Examinator and Censor).
7. Your SKYPE-buddy throws the dice for you to pick an exams question.
8. After your performance, you are carried out and delivered to your SKYPE buddy by the Examinator

## The Business Plan CHECKLIST!

### Deadline for submitting business plan:

**Wednesday 16 May 2012, 12.00 noon.**

#### DELIVERABLES:

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

**Annexes: unlimited**

**You may add spreadsheets (MS Office Excel format)**

**Medium: Strictly digital. MS Office 2007 or Adobe readable files!**

Sorry – no Open File Format, please

**Language:** English or Danish at your own choice

**Front cover:** include project name, group number, names + student number

## EVALUATION – 1

### Evaluation on Learning Objectives

**A student who meets 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

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

## Presentation 1: Hints

- Prepare a manuscript for each theme
- PP-slides are often a very good support
- Try to deliver your presentation in 6 minutes, sharp
- Say what you want to say – say it – say what you said
- Make a rehearsal
- Think tactically during the session
- There is room for a smile

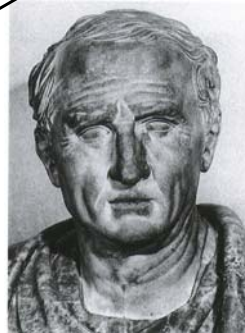
## Presentation 2. My Favourite CICERO's Directions for Speech

*A speech must be conquering, instructing and rousing the audience to act.*

*Time for change!*

*YES we CAN!*

*REGISTER and VOTE!*



**Marcus Tullius Cicero**  
106 – 43 BC