

Evaluation Report
Knowledge based Entrepreneurship
Course 42705, Spring 2013

June 28, 2013/JH

Context

DTU Management has offered a course on applied entrepreneurship to DTU Ph.D students since 2005. Hence this course is number 9 in this series. The number of Ph.D students, who have passed, is now passing 153.

The entrepreneurship course is a practical and hands-on approach to opportunity-driven creativity, business modeling and business planning.

Students are divided into groups of 3-5 participants. The groups develop business ideas on products or services, usually based on one of the PhD projects involved. Next, the groups research and analyze the market, contact customers, develop start-up strategies and plan the execution and the financing of the business venture.

At the end of the course, the students present realistic business start-up concepts at exam.

Course specifications

8 lectures x 3,5 hours from April 2013 through May. Exam early June 2013

Themes: Entrepreneurship in action, opportunity-driven creativity, start-up strategies, business planning, market research & analysis, sales & marketing, management, budgeting & cash flow projection, financing, business law, patenting & licensing (IPR), cases.

Number of students:	19 students passed in 2013. (16 in 2012 - 28 in 2011 - 15 in 2010 - 12 in 2009 - 21 in 2008)
Number of groups	4 groups (5 in 2012, - 6 in 2011 - 6 in 2011 - 4 in 2010 - 3 in 2009 - 7 in 2008)
Average grade:	7,4 with dispersion 2,4 8,6 in 2011 - 7,6 in 2010 - 11,1 in 2009 (13-scale) - 9.3 in 2008 (13-scale))
Workload	5 ECTS = app. 125 hours.
<u>Evaluation.:</u>	Written: Business plan (group report, evaluation weight: 2/3) Oral: group presentation and individual examination based on report.
Teacher:	John Heebøll, lecturer, DTU Management
External censor	Gert Birnbacher.

Course evaluation principles and results

A short evaluation form is filled out by the students immediately after exams, before grades are given. 15 out of 19 students submitted the form

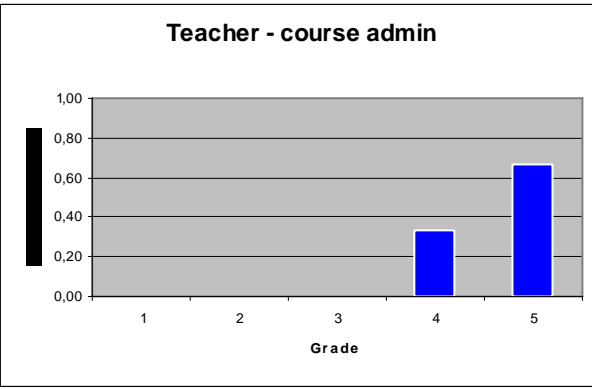
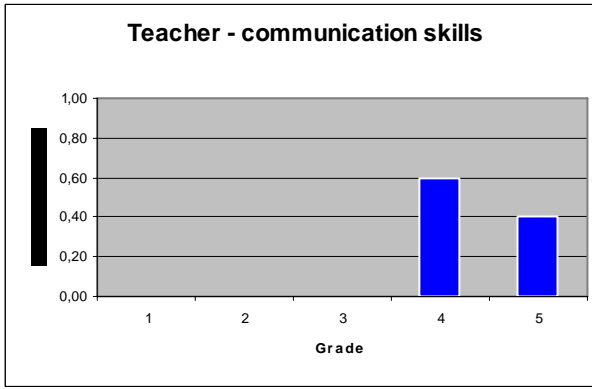
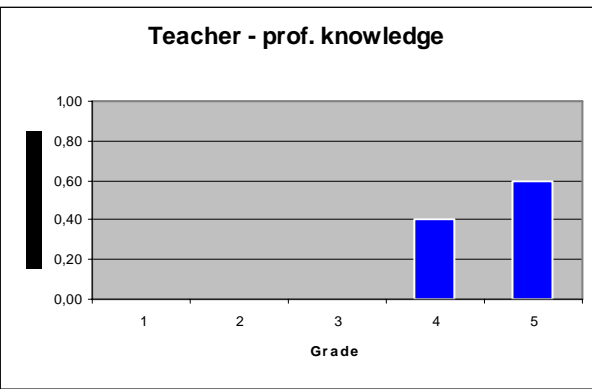
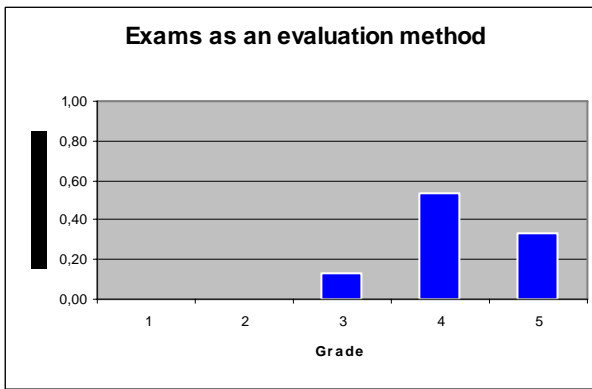
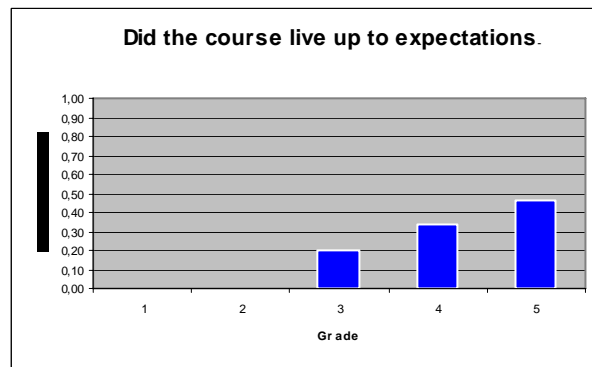
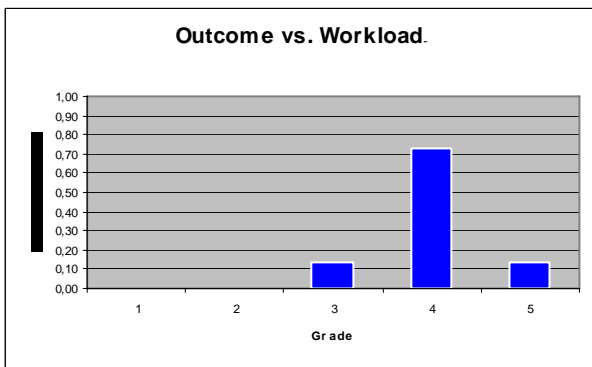
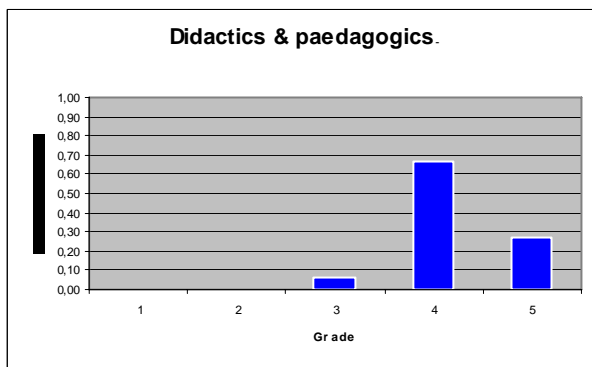
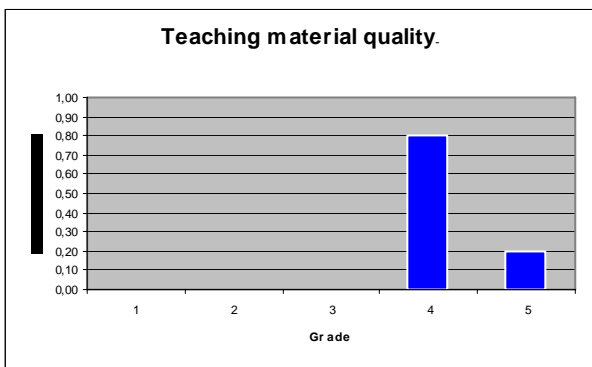
Questions and answers are reflected in the graphics below.

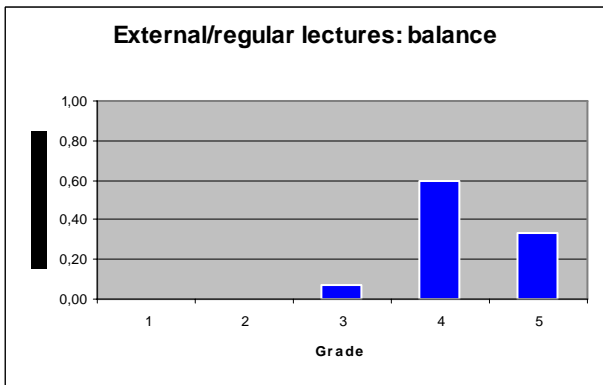
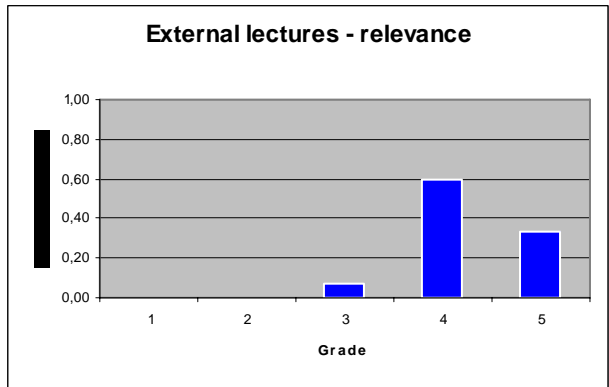
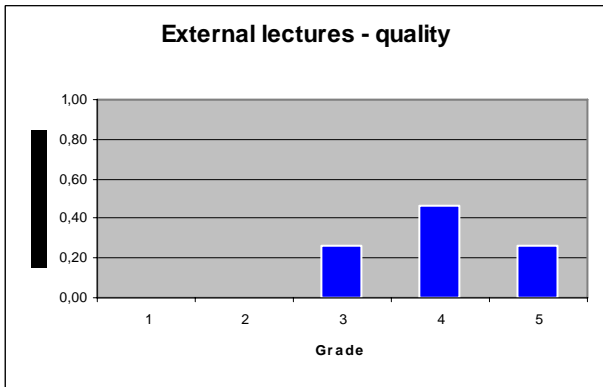
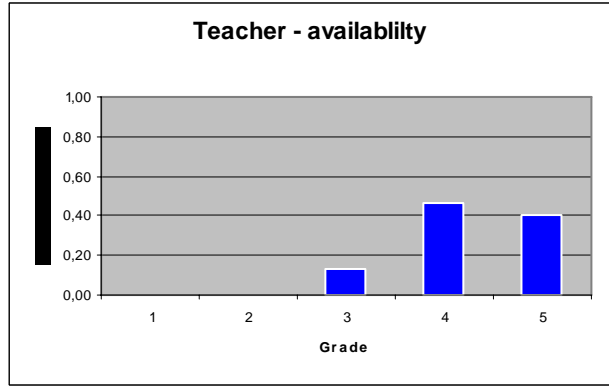
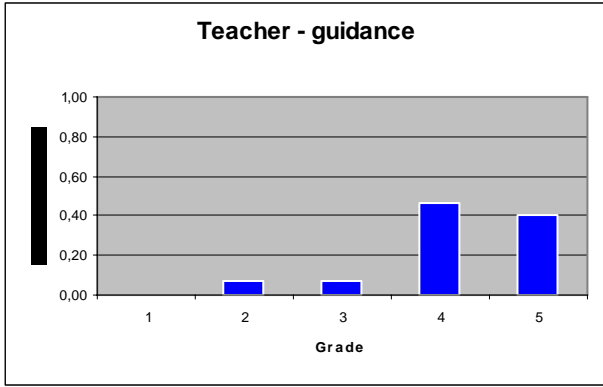
The grades are quality measures, used to monitor changes compared to previous year and to reflect the general level of satisfaction.

Further, students are encouraged to comment on "I praise, I criticise, I suggest". These comments are used for future adjustment and further development of the course.

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Course evaluation Grade: 1 = very poor. 2 = Poor. 3 = Acceptable. 4 = Good. 5 = Very good





Comments received

I praise:

The textbook is a useful guidance and tool

The course is credited for an enthusiastic, humoristic and friendly approach and good guidelines.

External lectures.

A course, that inspires students to think and behave as entrepreneurs

I criticize

Too little time for the task.

Real big start-ups like Google and Facebook should also be included.

More cases wanted

I suggest

Build an idea catalogue for less creative groups to pick and choose from

More examples from “real life companies”. Also some that failed.

Group discussions on cases

Notes from the teacher

No significant changes in student performance and course evaluation as compared to previous years.

Same applies to the teacher performance.

Recommendations: include more cases. We used two out of the eight that we have.

Start the course 1 – 2 weeks earlier

Lyngby, 28 June 2013

A handwritten signature in blue ink, reading "John Sabill". The signature is written in a cursive, flowing style.