

COURSE PLAN

42435 Knowledgebased Entrepreneurship, E10, 2010

Lecture room 12, building 308

Lectures start 01:00 pm, sharp.

Updated: Thursday, 21 October 2010

Version 1.05

1. Monday, 30 August 2010

Introduction:

- to the course: learning objectives, lectures, group work, schedule
- to the entrepreneurial culture

Practicalities: Forming the Teams

- Submit your ID form (Get it from www.entrepreneur.dk or CampusNet)

Coaching and assistant teachers

- On coaching in 42435

2. Monday, 6 September 2010

The Basics of Entrepreneurship 1.

- Preconditions for a business start-up
- The entrepreneur: the profile and the working life

The Basics of entrepreneurship 2.

- Success and non-success in high-tec venturing
- Classic rules of the Thumb

Practicalities: Meet Your Team

- A get-together event rolls out

3. Monday, 13 September 2010

Opportunity-driven Creativity

- The fabric of ideas
- Increase your creativity: a systematic approach to developing realistic business ideas with a perspective.
- From idea to going concern: strategies in high-tec venturing: set the right strategy

4. Monday, 20 September 2010

Selected cases in 42435, 2008 – 2009 (JH)

Business planning

External lecturer and coach Dorte Wiene

Presenting the McKinsey Business Plan Competition

5. Monday, 27 September 2010

Business law JH

- Legal forms (Ltd., A/S, ApS etc.)
- Holding companies: Pros and cons.
- White Collar Workers' Act
- Product Liability
- Agreements in trade and between shareholders

6. Monday, 4 October 2010

Business Economics 1 JH

Budgeting

From action plan to cash flow budget to capital requirements.

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7. Monday, 11 October 2010

Financing 1

- Mapping the landscape. JH

CASE: 13:00 - 13:35 Lindcom A/S by Flemming Lind Andersen

External guest 15:00 – 15:35. Pre-seed, early stage: Seed Capital Denmark. Investment manager Rasmus Bjerregaard, SEED Capital Denmark.

Autumn holidays from 18 to 22 October

8. Monday, 25 October 2010

Financing 2

- The numericals of a funding round. JH

Financing 3

- 14:00 – 14:30. Private capital in Denmark. Henrik Brorsen, CONNECT Denmark (TBC)
- 14:35 – 15:20. External lecture: the risk capital market in Denmark 2010 ->: looking into the crystal ball. Lecturer : Bjarne Jensen, Partner, Vækstfonden

9. Monday, 1 November 2010

CBS Development Prize

Market Research and – Analysis JH

- Michael Porters Market model
- The 5-forces in action
- The value chain

Sales and marketing JH

- Why is this most important activity at all?
- What makes you a successful sales person?
- Sales strategies in high tech venturing

10. Monday, 8 November 2010

IPR strategies for start-ups JH

- Components in protecting intellectual property and knowledge
- The basics of a patent
- Economical impacts on IPR strategies for start-ups

10 pitches from Startup Bootcamp

11. Monday, 15 November 2010

Business management JH

- Setting up the administration of your business venture
- The art of fine business management:
- The board: roles and practicalities

Case: Founder of medical-optical company: Andreas Tycho from. 15:00.

12. Monday, 22 November 2010

Deadline, McKinsey competition at 12:00 sharp

Grand Case Day. More to follow.

13. Monday, 29 November 2010

Presenting the McKinsey Business Plan Competition Winners

About Exam

- Formalities
- Present your business plan

Exit lecture

- The course in retrospective
- Entrepreneurship and the history of ideas

Exams:

Wednesday 15 December from 8:00 a.m.

Thursday 16 December from 8:00 a.m.

Friday 17 December from 8:00 a.m.

Details to follow

This plan is subject to continuous changes.

Changes will be notified in the weekly bulletin

Latest version available on the course site www.entrepreneur.dk and CampusNet

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