

Course 42435 Exam Manual

DTU Building 426 room 007 + On 30 May: building 421 room 013 - Wednesday – Friday, 29, 30, 31 May 2013

Monday, 27 May 2013 Vers. 1.03

DELIVERABLES:

One report (business plan) per group, max 6.500 words. Annexes to report: no limits.
Medium: PDF file format. NO open file formats, please. Not all of us can read it.
Spreadsheets (MS EXCEL format) can be mailed as part of your deliverables.
Submit to johe@dtu.dk. Receipt is given.

GROUP PRESENTATION

Duration: 6 minutes. No prescribed format or load sharing
Add 2 minutes to get in and out and hook up/down any gear.

INDIVIDUAL EXAMINATION

Duration: 10 minutes. This includes:

- 2 minutes to get in and out
- 4 minutes to draw and present theme
- 2 minutes questions & answers
- 1 minutes censor/examiner evaluation.

TECHNICAL AIDS

Power Point presentations and spreadsheets at your own choice – on own PC or USB Stick.
Beware of hardware compliance. Safe choice: *MS Office Power Point and – Excel files on a USB memory stick* will run on the hardware available in the exams room.
Warning: Apple-computer / in-house beamer video plug compatibility often causes delays.

LEARNING OBJECTIVES

1. Identify business opportunities
2. Develop business ideas (Opportunity driven creativity)
3. Develop business models
4. Analyze markets for technological products and services
5. Set up questionnaires and interview customers
6. Analyze customer value proposition
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

EXAM THEMES

1. Demand and value creation
2. Market research & analysis
3. Budgeting and financing
4. Business law and IP issues
5. Start-up strategy & business model
6. Action plan: from now to a fully established company

DATES & DEADLINES

Deadline, submitting business plan: Wednesday 22 May 12:00 noon.

Exams: Wednesday, Thursday, Friday, 29, 30, 31 May from 08:00 am

Applicable exams plan: Get it at the CampusNet 42435 file sharing facility.

Marks: 7-step scale

Evaluation: individual performance compared to learning objectives combined with evaluation of business plan. Balance ratio 40% oral / 60% written. (Individual presentation / Business plan)