

**COURSE PLAN**  
**42435 Knowledgebased Entrepreneurship, Spring 2013**  
**F13-2A, 2013**

**Lectures in: TBD**

Lectures start Mondays on 01:00 pm.

Updated: Wednesday, 09 January 2013

Version 1.03

**1. Monday, 4 February 2013**

Warming up with:

- Venture cup business plan competition
- Stardust DTU: the student entrepreneurs at DTU

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](http://www.entrepreneur.dk) or CampusNet)

Coaching and assistant teachers

- On coaching in 42435

2. Monday, 11 February 2013

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, 18 February 2013**

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

Selected cases in 42435 (JH)

#### **4. Monday, 25 February 2013**

##### Business planning

External lecturer and coach Dorte Wiene

#### **5. Monday, 4 March 2013**

##### 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

MEETINGS with groups – planning on the fly

#### **6. Monday, 11 March 2013**

##### Business Economics 1 JH

##### Budgeting

From action plan to cash flow budget to capital requirements.

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#### **7. Monday, 18 March 2013**

##### Financing 1

- Mapping the landscape. JH

External guest

13:00 – 13:20 Science Park DTU. Dev.l. director Torben Orla Nielsen

15:15 –16:00. Pre-seed, early stage: Seed Capital Denmark.

## 8. Monday, 8 April 2013

### Financing 2

- The numericals of a funding round. JH

### Financing 3

- 14:00 – 14:30. CONNECT Denmark.
- 14:35 – 15:20. Vækstfonden: the risk capital market in Denmark 2010 ->: looking into the crystal ball.

## 9. Monday, 15 April 2013

### 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, 22 April 2013

### 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

Case: TBD

## 11. Monday, 29 April 2013

### Business management JH

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

Case:

## 12. Monday, 6 May 2013

### Grand Case Day

Five cases analysed and discussed

## 13. Monday, 13 May 2013

### About Exam

- Formalities
- Present your business plan

### Exit lecture

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

DL Business plan: Wednesday 22 May 2013 12:00 noon.

### **Exams:**

**Wednesday 29 May from 8:00 a.m.**

**Thursday 30 May from 8:00 a.m.**

**Friday 31 May 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](http://www.entrepreneur.dk) and CampusNet

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