

## Course 42435 Exam Manual

DTU building 101 Entrance A Room 4, 1. floor . 20 – 22 December 2011

Tuesday, 29 November 2011 Vers. 1.02

### DELIVERABLES:

One report (business plan) per group, max 6.500 words. Annexes: unlimited  
Medium: PDF file format. Bundle all you want the censor and examiner to read into one file.  
Spreadsheets (MS EXCEL format) can be mailed as part of your deliverables.  
Submit to johe@man.dtu.dk. Receipt is given.

### GROUP PRESENTATION

Duration: 7 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, all included  
2 minutes to get in and out  
4 minutes to draw and present theme  
3 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 2003 and – Excel 2003  
format files on a USB memory -stick.

### 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 for submitting business plan: Wednesday 14 December 2011 bf. 12.00 noon.  
Exams: 20, 21 and 22 December 2011 from 08 am.  
Applicable exams plan: Get it at [www.entrepreneur.dk](http://www.entrepreneur.dk) and/or CampusNet 42435 file sharing

**Marks:** 7-step scale

**Evaluation:** individual performance compared to learning objectives.