

## COURSE PLAN

# 42435 Knowledgebased Entrepreneurship, E11-2A, 2011

Lectures in building 306, room 34

Lectures start Mondays 01:00 pm..

Updated: Wednesday, September 21, 2011

Version 1.06

### 1. Monday, 29 August 2011

#### Warming up with:

- Venture cup business plan competition

#### 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)  
**Submit it before Tuesday 30 August 2011 bf. 09:00 am. to stay enrolled.**

#### Coaching and assistant teachers

- On coaching in 42435

### 2. Monday, 5 September 2011

Stardust DTU: the student entrepreneurs at DTU

#### 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, 12 September 2011

#### 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, 19 September 2011**

- Business planning  
External lecturer and coach Dorte Wiene
- Selected cases in 42435, 2008 – 2010 (JH)

#### **5. Monday, 26 September 2011**

##### Business law JH

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

#### **6. Monday, 3 October 2011**

##### Business Economics 1 JH

##### Budgeting

From action plan to cash flow budget to capital requirements.

CASE: 13:00 – 13:45: EndoMondo v./ Christian Birk

#### **7. Monday, 10 October 2011**

##### Financing 1

- Mapping the landscape. JH

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

CASE: 13:00 – 13:45: CanvasDrop

Christian Rasmussen

Cathrine Andersen

#### **Autumn Leave week 42, 17 October – 23 October 2011**

## 8. Monday, 24 October 2011

### Financing 2

- The numericals of a funding round. JH

### Financing 3

- 14:00 – 14:45 External lecture: The risk capital market in Denmark 2011 ->: looking into the crystal ball. Lecturer : Bjarne Jensen, Partner, Vækstfonden
- 14:55 – 15:20. External lecture: Private capital in Denmark. Henrik Brorsen, CEO, CONNECT Denmark

## 9. Monday, 31 October 2011

### 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

### Case: Henrik Teisbæk

## 10. Monday, 7 November 2011

### 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

## 11. Monday, 14 November 2011

### Business management JH

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

### Case: Alex Farcet

## 12. Monday, 21 November 2011

### Grand Case Day

Real life cases presented, analyzed and discussed.

Themes:

- Venture capital or self contained growth
- Upgrading management
- Running dry on cash
- Breaking through to the market

## 13. Monday, 28 November 2011

### About Exam

- Formalities
- Present your business plan

### Exit lecture

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

DL Business plan: Wednesday 14 December 2011 12:00 noon.

### **Exams:**

**Tuesday 20 December from 8:00 a.m.**

**Wednesday 21 December from 8:00 a.m.**

**Thursday 22 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](http://www.entrepreneur.dk) and CampusNet

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