

Course 42435 Exam Manual

DTU Building 426 room 007 - 19, 20 and 21 December 2012

Monday, 03 December 2012 Vers. 1.02

DELIVERABLES:

One report (business plan) per group, max 6.500 words. Annexes to report: no limits.
Medium: PDF file format.
Spreadsheets (MS EXCEL format) can be mailed as part of your deliverables.
Submit to johe@man.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, all included
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

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: Thursday 13 December 2012, 12:00 noon.
Exams: 19, 20 & 21 December 2012 from 08:00 am.
Applicable exams plan: Get it at www.entrepreneur.dk and/or CampusNet 42435 file sharing

Marks: 7-step scale

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