

COURSE PLAN

42435 Knowledgebased Entrepreneurship, F12-2A, 2012

Lectures in building 306 room 32

Lectures start 01:00 pm.

Updated: Monday, 19 March 2012
Version 1.03

1. Monday, 30 January 2012

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 or CampusNet)

Coaching and assistant teachers

- On coaching in 42435

2. Monday, 6 February 2012

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-tech venturing
- Classic rules of the Thumb

Practicalities: Meet Your Team

- A get-together event rolls out

3. Monday, 13 February 2012

Business planning

External lecturer and coach Dorte Wiene

4. Monday, 20 February 2012

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)

5. Monday, 27 February 2012

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, 5 March 2012

Business Economics 1 JH

Budgeting

From action plan to cash flow budget to capital requirements.

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7. Monday, 12 March 2012

Financing 1

- Mapping the landscape. JH

External guest

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

13:20 – 13:40 Startupweekend/Startupbootcamp v./Lars Buch fra Nokia

15:15 –16:00. Pre-seed, early stage: Seed Capital Denmark. Investment manager Rasmus Bjerregaard , SEED Capital Denmark.

8. Monday, 19 March 2012

Financing 2

- The numericals of a funding round. JH

Financing 3

- 14:00 – 14:30. CONNECT Denmark. Mirja Bang Hansen
- 14:35 – 15:20. External lecture: the risk capital market in Denmark 2010 ->: looking into the crystal ball. Lecturer : Jesper Roested

9. Monday, 26 March 2012

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

Visiting speaker: **Giovanni Marcello Orio**
Business Advisor - Knowledge Entrepreneurs
Københavns Erhvervsservice
Theme: Copenhagen welfare challenge. 13:00 – 13:15.

10. Monday, 16 April 2012

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, 23 April 2012

Business management JH

- Setting up the administration of your business venture

- The art of fine business management:
- The board: roles and practicalities

Case: Development Invest ApS . 3. world investor. Thomas Augustinus

12. Monday, 30 May 2012

Grand Case Day

Three cases analysed and discussed + meeting some of the people behind.

13. Monday, 7 may 2012

About Exam

- Formalities
- Present your business plan

Exit lecture

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

DL Business plan: Wednesday 16 May 2012 12:00 noon.

Exams:

Wednesday 23 May from 8:00 a.m.

Thursday 24 May from 8:00 a.m.

Friday 25 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 and CampusNet

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