

Experimental DCMT course fall 2017
Course objectives and Learning Objectives

Wednesday, 26 July 2017/JH

Course Objectives:

1. Offer an e'ship course on knowledge based entrepreneurship – one level up compared to 42435.
Vision: a future digital next level e'ship course
2. Test digital learning when fully exploited, including group work in a digital setting.
3. Develop and test a digital concept for cross-cultural, multi-university, group-based learning that will allow us to offer excellent courses in a completely digital setting.
4. Allow us to offer courses at the highest level that a consortium of universities can offer.

Learning Objectives:

A student that has passed the course will be able to

1. Use digital conference tools at a high proficiency level
2. Apply Geert Hofstede's cultural dimensions to understand and develop own role and behaviour in an international team
3. Identify business opportunities in a distance groupwork setting
4. Develop business ideas (Opportunity-driven creativity), same setting
5. Develop global business models including Osterwalder/Pigneur's business model canvas tool, same setting
6. Analyse markets for technological products and services.
7. Analyse and validate customer value creation – exploiting local networks of individual group members
8. Plan the establishment of a company that is born global (International Business planning)
9. Establish cash flow projection and capital requirements
10. Establish budgets on profit/loss, assets/liabilities
11. Understand the rules and practices of advanced venture capital financing
12. Calculate and analyse an equity investment
13. Specify management competence profiles needed in a global start-up.
14. Understand the legal and regulatory key issues of a start-up – internationally and local
15. Pitch a business case in front of a professional audience of investors, customers and stakeholders

Preconditions for participating:

1. STEM master student, enrolled at DTU or a partner university
2. Basic knowledge within technology based entrepreneurship and business formation. A digital prep-course is available from the DTU podcast streaming service.