

## EXAMS

- Time – and - Place
- What to prepare
- Evaluation Principles
- Presentation
- Exam Plan

## EXAMS

### Time:

**Monday, 12 April 2010**

**Tuesday, 13 April 2010**

**Friday, 16 April 2010 (only in case of emergency)**

Complete exams plan on [www.entrepreneur.dk](http://www.entrepreneur.dk)

Also mailed per request to [johe@man.dtu.dk](mailto:johe@man.dtu.dk)

**Location:** Katapult, Tagensvej

### Auxiliaries at hand:

Beamer, PC with Microsoft PowerPoint.

Bring your slides on a USB stick or a PC.



## EXAMS:

check exams manual (get it from [www.entrepreneur.dk](http://www.entrepreneur.dk))

**GROUP PRESENTATION.** Everybody present (or on line via SKYPE)

Duration: 11 minutes all included

1 minutes to get in and out and hook up/down any gear

10 minutes oral presentation – free style.

**INDIVIDUAL EXAMINATION** One student only

Duration: 15 minutes, all included

1 minute to get in and out

6 minutes to present a theme

4 minutes questions & answers

4 minutes censor/examiner evaluation.

*After individual marks have been delivered:*

**GROUP DE-BRIEFING.** Everybody present (or on line via SKYPE)

Duration: 5 minutes. General feed-back on project



## EXAMS:

check **exams manual** ( CampusNet and [www.entrepreneur.dk](http://www.entrepreneur.dk))

Each student will then present one out of six themes

Themes are drawn randomly from:

1. **Demand and value creation** - what problems are solved, why is it important?
2. **Market research & analysis** - emphasis on customers
3. **Budgeting and financing** - emphasis on cash flow budget
4. **Business law and IP issues** - company form, patents, employees etc.
5. **Start-up strategy & business model** - how is revenue generated etc.
6. **Action plan: from now to a fully established company** - execution!

## The Business Plan

### Deadline for submitting report:

**Tuesday 6 April 12.00 noon.**  
Send via mail to [johe@man.dtu.dk](mailto:johe@man.dtu.dk)

### DELIVERABLES:

**One report (business plan) per group, max 20 pages, 6.500 words.**

**Annexes: unlimited**

**File format:** PDF and/or MS WORD and/or EXCEL files.

**Medium:** strictly digital. No paper, please!

**Language:** English or Danish at your own choice

**Front cover:** include group number, names + birthday

**Send your stuff to [johe@man.dtu.dk](mailto:johe@man.dtu.dk).** Receipt will be returned to sender.

## Evaluation

**Principle:** 2/3 on the written material, 1/3 on the oral presentation

**A student who has met the learning objectives of the course can:**

- ✓ Identify business opportunities
- ✓ Develop business ideas (Opportunity driven creativity)
- ✓ Develop business models
- ✓ Analyze markets for knowledge based products and services
- ✓ Set up questionnaires and interview customers
- ✓ Analyze customer value proposition
- ✓ Plan the establishment of a company (Business planning)
- ✓ Determine capital requirements
- ✓ Establish cash flow projection
- ✓ Establish budgets on profit/loss, assets/liabilities
- ✓ Calculate an equity investment
- ✓ Specify management competence profiles

**EVALUATION – 2**  
**GRADE: 7-step Scale**

<b>A - 12</b>	11 - 13	Excellent Outstanding performance, only minor errors
<b>B - 10</b>	10	Very good Above average standard with some errors
<b>C - 7</b>	9 - 8	Good Generally sound, a number of notable errors
<b>D - 4</b>	7	Satisfactory Fair, but significant shortcomings
<b>E - 02</b>	6	Sufficient Meets the minimum criteria
<b>Fx - 00</b>	5 - 03	Fail Some more work required
<b>F - -3</b>	00	Fail Considerably more work required

**Presentation – 1: Time slots & plan**

**Check [www.entrepreneur.dk](http://www.entrepreneur.dk)**

**Exams plans will be distributed via group mail**

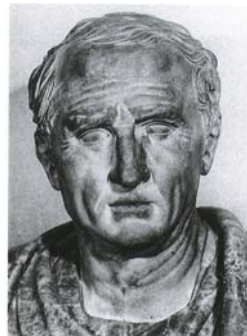
**Version 1.08**

## Presentation – 2: Hints

- **Prepare a manuscript for each theme**
- **Try to deliver your presentation in 5 minutes**
- **Say what you will say – say it – say what you said**
- **Make a rehearsal**
- **Think tactically during the session**
- **There is room for a smile**

## Presentation 3      My Favourite: CICERO's Directions for Speech

*A speech must be conquering, instructing and rousing the audience to act.*



**Marcus Tullius Cicero**  
**106 – 43 BC**

Questions?