

Copenhagen University Knowledge based entrepreneurship 2010 Exam Manual

22 March 2010, Vers. 1.01

DELIVERABLES:

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

Annexes: unlimited

Medium: digital (PDF file format preferred.) Submit to johe@man.dtu.dk.

PROJECT PRESENTATION (Not part of exams/evaluation)

Duration: 11 minutes all included

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

10 minutes oral presentation. No prescribed format or load sharing. Not part of evaluation.

10 minutes de-briefing of group after individual evaluations.

INDIVIDUAL EXAMINATION

Duration: 15 minutes, all included

1 minute to get in and out

6 minutes to draw and present theme

4 minutes questions & answers

4 minutes censor/examinator evaluation.

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

Submit Business plan before Tuesday 6 April 2010. 12.00 noon to johe@man.dtu.dk

Exams: Monday & Tuesday, 12 & 13 April 2010, starting 09:00

Applicable exams plan: Get it at www.entrepreneur.dk

Marks: 7-step scale

Evaluation: individual performance compared with learning objectives.

