

# ENTREPRENEURIAL FINANCE

# Entrepreneurial Finance

## Course Description:

This course provides students with an in-depth understanding of the financial principles and practices of entrepreneurship. Students will learn about the various sources of financing for startups, including venture capital, crowdfunding, and bootstrapping. The course will also cover financial modeling for startups, including creating financial projections and forecasts, evaluating financial models, and using financial models for decision-making.

Throughout the course, students will develop a practical understanding of the role of investors and lenders in entrepreneurial finance, as well as the risks and challenges associated with financing a startup. They will learn how to assess and evaluate financing options for startups, and gain an understanding of how to create and evaluate financial models for startups.

The course will also explore case studies and real-world examples of successful and unsuccessful financing strategies, providing students with practical insights into the challenges and opportunities of entrepreneurial finance. Students will be encouraged to think critically and analyze case studies, while engaging in group projects and in-class discussions.

By the end of the course, students will have developed a strong foundation in the financial principles and practices of entrepreneurship, and will be equipped with the skills and knowledge necessary to become effective financial managers and entrepreneurs in a variety of organizational contexts.

## Course Goals:

- Understand the financial principles and practices of entrepreneurship
- Learn how to assess and evaluate financing options for startups
- Understand the role of investors and lenders in entrepreneurial finance
- Learn how to create and evaluate financial models for startups
- Gain an understanding of the risks and challenges associated with entrepreneurial finance

## Course Schedule:

### Week 1: Introduction to Entrepreneurial Finance

1. Overview of entrepreneurial finance
2. Historical perspectives on entrepreneurial finance
3. Importance of entrepreneurial finance
4. Major sources of financing for startups

### Week 2: Venture Capital

1. Venture capital firms and their investment strategies
2. Venture capital financing models and structures
3. Due diligence and valuation in venture capital
4. Exit strategies for venture capital investments

### Week 3: Crowdfunding

1. Types of crowdfunding and their regulations
2. Crowdfunding platforms and their features
3. Campaign planning and execution
4. Crowdfunding success factors and challenges

### Week 4: Bootstrapping

1. Bootstrapping strategies and techniques
2. Pros and cons of bootstrapping
3. Resource allocation and management in bootstrapping
4. Bootstrapping success stories and lessons learned

### Week 5: Financial Modeling for Startups

1. Financial modeling principles and techniques
2. Creating financial projections and forecasts
3. Evaluating financial models and their assumptions
4. Using financial models for decision-making

## Grading and Assessment:

Attendance and participation (10%)

Individual case analysis (20%)

Group project on financial modeling for a startup (20%)

In-class presentations and discussions (20%)

Mid-term exam (15%)

Final exam (15%)

## Required Readings:

1. [Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur by Steven Rogers and Roza E. Makonnen](#)
2. [Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist by Brad Feld and Jason Mendelson](#)
3. [Crowdfunding: Fundamental Cases, Facts, and Insights by Douglas J. Cumming and Sofia A. Johan](#)
4. [Financial Modeling in Excel For Dummies by Danielle Stein Fairhurst](#)
5. [The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries](#)
6. [Angel Investing: The Gust Guide to Making Money and Having Fun Investing in Startups by David S. Rose](#)
7. [The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know by Alejandro Cremades](#)
8. [Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers by Karen Berman and Joe Knight](#)
9. [Equity Crowdfunding for Investors: A Guide to Risks, Returns, Regulations, Funding Portals, Due Diligence, and Deal Terms by David M. Freedman and Matthew R. Nutting](#)
10. [Financial Modeling for Business Owners and Entrepreneurs: Developing Excel Models to Raise Capital, Increase Cash Flow, Improve Operations, Plan Projects, and Make Decisions by Tom Y. Sawyer](#)

## Course Policies:

- Attendance is mandatory and will be factored into the final grade
- Late submissions will be penalized
- Plagiarism will not be tolerated and will result in a failing grade
- Classroom discussions should be respectful and constructive