**ENTR1004 Entrepreneurial Finance – Bootstrapping, Accounting & Survival**

Draft Syllabus

**Instructor:** TBD

**Classroom:** TBD

**Office:** TBD

**Office Hours:** TBD

**Contact Information:** TBD

**Prerequisites:** ENTR1001 or BSAD2899 or ECON 2899

**Course Description:** Traditional accounting courses look at financial processes and learning from the perspective of the corporation or to train students to work at larger companies. Entrepreneurship and entrepreneurial ventures have different financial and accounting needs based on their size, cash flow, planning and situational urgency. Students will learn about bank loans, business credit cards, investors, venture capital and other forms of traditional and non-traditional financing. Learning activities will include developing and evaluating the financial portion of a business model, valuation, deal structuring, and developing debt-structuring models. The course will explore the application of corporate finance tools to new venture and private equity transactions including forecast simulations and the application of real options. The course will view finance from the entrepreneur, lender and investor’s perspectives.

**Learning Objectives**: Traditional accounting courses explore financial processes and learning from the perspective of the corporation or to train students to work at larger companies. Entrepreneurship and entrepreneurial ventures have different financial and accounting needs based on their size, cash flow, planning and situational urgency. The course will view finance from the entrepreneur, lender and investor’s perspectives. Students will

* Learn about bank loans, business credit cards, investors, venture capital and other forms of traditional and non-traditional financing.
* Develop and evaluation the financial portion of a business model, valuation, deal structuring, and developing debt-structure models.
* Distinguish among new venture and private equity transactions
* Use statistical and financial tools to evaluate businesses.

**Readings:** The required text and schedule for a 7-week course follow:

* Osterwalder, Alexander and Yves Pigneur. 2010. *Business Model Generation*. John Wiley & Sons.

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| **Week** | **Reading Assignment** |
| **1** | **Ch.1-3: Definition & Building Blocks of Business Models; Canvas** |
| **2** | **Ch.4-6: Models and Platforms** |
| **3** | **Ch.5-6: FREE as a Business Model; Open Business Models** |
| **4** | **Ch.13: Business Model Environment** |
| **5** | **Ch.14: Evaluating Business Models** |
| **6** | **Ch.15: Business Model Perspective on Blue Ocean Strategy** |
| **7** | **Ch.16: Managing Multiple Business Models** |
| **8** | **Final Exam** |

In addition to this core text, students will watch current videos, read online articles and blogs, and also follow current news and updates. Guest lectures from startup financiers (venture capitalists, angel investors) will be used.

**Grading:** Students will be required to submit written work, do in class presentations and take a final exam. The breakdown for each is as follows. Weekly written homework (two pages or less) = 80 points, or 10 points per assignment. Weekly in class presentation (3 minutes or less) = 120 points, or 15 per presentation. Final in class presentation (7 minutes or less) = 150 points. Final exam (written) = 150 points. Grading will then be according to these guidelines:

425 - 500 points: A- to A+ 350 - 424 points: B- to B+ 275 - 349 points: C- to C+

200 - 274 points: D- to D+ 0 - 199 points or below: F