

## New Graduate Course Proposal

**Form Procedure**

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Create a PDF of the saved form go to Print and choose **Save as PDF** copy rather than print.

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**Course Title**

Course Title:

Entrepreneurial Finance

Proposed Banner Abbreviation:

Entrepreneurial Finance

*Banner limit of 30 characters, including punctuation, spaces, and special characters.*

**Department/Committee Information**

The main contact person for the Graduate Curriculum Committee should fill out this form.

Requestor Name:

Brian Webb

Members of the Graduate Curriculum Committee:

 Beverley Hollingsworth  
 Brian Webb  
 Denise Simion  
 Michael Greenwood  
 Marie Hunte  
 Marian Simion  
 Patrick Malone  
 Glenn King, Jr.  
 Renee Scapparone

Department / Unit Developing:

Business Administration

Chair of Department for Program:

Renee Scapparone

Chair Email:

Renee Scapparone rscappar@

Academic Dean of Department or Program:

Nancy Murray

Academic Dean E-mail:

&lt;Dr. Murray&gt; nmurray5@fitch

Program Chair

The Program Chair for this request is among the people listed above.

 Yes

 No

**Course Information**
**Course Description**

This course will familiarize you with topics in entrepreneurial finance. It focuses on applying financial theory and principles to small firms. There is a special emphasis on the specific issues that confront small businesses through their life cycle of development, start-up, expansion, maturity and harvesting. The course will introduce the main financial issues affecting start-up companies, venture capital markets, private equity and debt financing, valuing small companies; harvesting methods. The course will be divided into two parts. Part one of Entrepreneurial Finance covers what might be called "small business survival skills", including assessing financial performance, financial planning, identifying external financing needs and business valuation. Part two of the course will address the issues and challenges associated with Financing for Entrepreneurial Enterprises.

**Rationale and expected outcomes of offering the Course**

1. Define ownership structures and the advantages and disadvantages for each form.
2. Determine optimal ownership structures from both the sponsor and the financing source (venture capitalist).
3. Apply mathematics in the use of evaluating opportunities.
4. Outline key market participants: angel investors, venture capital investors, financial institutions.
5. Develop financial analytical tools useful for the manager, investor and lender.
6. Determine who to calculate break-even volumes and how to use market research to determine viability using break-even analysis.
7. Create a cash planning model to determine if the opportunity can survive all short-term and long-term business cycles.
8. Develop and utilize long range planning for capital sourcing, growth of the enterprise and harvesting the venture.
9. Utilizing the business plan and financial analysis to attract capital "funders" (debt, equity and off-balance sheet

financing).

- 10. Create and evaluate exit strategies to harvest successful operations.
- 11. Develop a business plan outlining future operational and financial goals.
- 12. Create a pro forma income statement to analyze the short term and long-term potential for a project or business venture.

Number of Credits: 03

Discipline Prefix or Prefixes:  Brief rationale if more than one prefix:

Level of Course: \*  7000  8000  9000 Brief rationale for level choice: :

The course will be:  Requirement  Elective Elective or Requirement Note/Special:

Is there a similar undergraduate course? \*  Yes  No

Does this course affect offerings in any other department or program? \*  Yes  No

**Course Enrollment**

Expected Average Enrollment:

This course is a replacement for: Course # / Name

Has the course been offered previously as a "Topics" course? \*  Yes  No

Is this an Extended Campus Course? \*  Yes  No

Which semester will this course be offered for the first time?:  How often thereafter to be offered?:

**Course Requirements**

Prerequisite course(s) if any:

Additional Requirements Laboratory Hours:  Fieldwork Hours:   
 Pre-Practicum Hours:  Practicum Hours:

Other Requirements (specify):

**Syllabus Upload**

New Course Syllabus Upload: Entrepreneurial Finance- Annotated Syllabus.pdf

**Signatures**

Click on the Submit Form button at the bottom of the page after you have signed the form. You should receive an email confirmation that your signature has been completed.

...3438363238  
*Brian Webb* 12/06/2021  
 Requester Signature Date

...3233393537  
*Renee Scapparone* 12/20/2021  
 Department Chair Approval Date

...3630303038  
*Nancy Murray* 12/31/2021  
 Academic Dean Signature Date

...3230383233

*Becky Copper Hleng*  
SGOCE Dean Signature

01/03/2022  
Date

Approval of the Graduate Council

Date

Approval of the President

Date

**Notification**

Reviewed by the Registrar:

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Reviewed by the Library:

\_\_\_\_\_

SGOCE Admin. Assistant  
Signature

Electronically signed by Denise Bertrand on 12/21/2021 8:41:05 AM

**COURSE NAME** Entrepreneurial Finance

**INSTRUCTOR** Professor Brian Webb, CFA, FRM

**COURSE DESCRIPTION** This course will familiarize you with topics in entrepreneurial finance. It focuses on applying financial theory and principles to small firms. There is a special emphasis on the specific issues that confront small businesses through their life cycle of development, start-up, expansion, maturity and harvesting. The course will introduce the main financial issues affecting start-up companies, venture capital markets, private equity and debt financing, valuing small companies; harvesting methods. The course will be divided into two parts. Part one of Entrepreneurial Finance covers what might be called "small business survival skills", including assessing financial performance, financial planning, identifying external financing needs and business valuation. Part two of the course will address the issues and challenges associated with Financing for Entrepreneurial Enterprises.

**COURSE OBJECTIVES**

1. Define ownership structures and the advantages and disadvantages for each form.
2. Determine optimal ownership structures from both the sponsor and the financing source (venture capitalist).
3. Apply mathematics in the use of evaluating opportunities.
4. Outline key market participants: angel investors, venture capital investors, financial institutions.
5. Develop financial analytical tools useful for the manager, investor and lender.
6. Determine who to calculate break-even volumes and how to use market research to determine viability using break-even analysis.
7. Create a cash planning model to determine if the opportunity can survive all short-term and long-term business cycles.
8. Develop and utilize long range planning for capital sourcing, growth of the enterprise and harvesting the venture.
9. Utilizing the business plan and financial analysis to attract capital "funders" (debt, equity and off-balance sheet financing).
10. Create and evaluate exit strategies to harvest successful operations.
11. Develop a business plan outlining future operational and financial goals.

12. Create a pro forma income statement to analyze the short term and long-term potential for a project or business venture.

**REQUIRED TEXT** *Entrepreneurial Finance Edition: 7<sup>th</sup>* by: J. Chris Leach; Ronald W. Melicher; Publisher: Cengage Learning; Copyright year: 2021

<b>TOPICAL OUTLINE</b>		<b>ESTIMATED CONTACT HOURS</b>
<b>The Entrepreneurial Environment</b>		
I	<ul style="list-style-type: none"> <li>• Introduction to Finance for Entrepreneurs</li> <li>• Developing the Business Idea</li> </ul>	4
<b>Organizing and Operating the Venture</b>		
II	<ul style="list-style-type: none"> <li>• Organizing and Financing a New Venture</li> <li>• Preparing and Using Financial Statements</li> </ul>	6
<b>Organizing and Operating the Venture/ Planning for the Future</b>		
III	<ul style="list-style-type: none"> <li>• Evaluating Operating and Financial Performance</li> <li>• Managing Cash Flow</li> </ul>	6
<b>Planning for the Future</b>		
IV	<ul style="list-style-type: none"> <li>• Types and Costs of Financial Capital</li> <li>• Securities Law Considerations When Obtaining Venture Financing</li> </ul>	6
<b>Creating and Recognizing Venture Value</b>		
V	<ul style="list-style-type: none"> <li>• Projecting Financial Statements</li> <li>• Valuing Early-Stage Ventures</li> </ul>	6
<b>Creating and Recognizing Venture Value/Structuring Financing for the Growing Venture</b>		
VI	<ul style="list-style-type: none"> <li>• Venture Capital Valuation Methods</li> <li>• Professional Venture Capital</li> </ul>	6
<b>Structuring Financing for the Growing Venture</b>		
VII	<ul style="list-style-type: none"> <li>• Other Financing Alternatives</li> <li>• Security Structures and Determining Enterprise Values</li> </ul>	6
<b>Total Sessions Expressed as Contact Hours</b>		<b>40</b>

**RECAP**

<b>IDENTIFICATION OF CPC TOPICS COVERED IN THIS COURSE</b>	<b>ESTIMATED CONTACT HOURS</b>
Accounting	5
Marketing	5
Finance	25
Management Management Principals Organizational Behavior Human Resource Management Operations Management	1.5 1.5 1.5 1.5
Economic/Social/Legal Environment Legal Environment of Business Economics Business Ethics	2 2 2
Decision-Support Tools Information Systems Quantitative Methods/Statistics	2 2
International/Global Dimensions of Business	4
Integrative Experience	5
<b>Total (estimate of contact hours)</b>	<b>60</b>