

# ENTR315

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

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## Course Summary

**Course :** ENTR315 **Title :** Financing a New Venture

**Length of Course :** 8

**Prerequisites :** N/A **Credit Hours :** 3

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## Description

**Course Description:** This course studies the financial strategies needed to support a new venture. The student investigates sources of funding and analyzes investment strategies unique to the start-up. This course helps students to develop the conceptual framework to determine a wide variety of ethical and financial problems related to launching the entrepreneurial venture. Topics addressed include financial statements, pro forma statements, cost of capital, break-even, financial ratios, investor expectations, and exit strategies. Spreadsheet software is used in this course.

### Course Scope:

The course is designed for students pursuing careers within the investment community and financial markets, including professional money management careers (i.e., with investment counseling firms, mutual funds, etc.), investment banking careers, institutional sales and trading careers, and general financial careers. This also includes students interested in the dynamics of financial markets and in the analysis of investments and securities trading in competitive financial markets.

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## Objectives

1. Assess sources and processes related to funding your new business. (CO 1)
  2. Calculate the financial needs to successfully start and operate your new venture. (CO2)
  3. Explore the basics of constructing financial statements. (CO3)
  4. Differentiate debt capital from equity capital. (CO4)
  5. Analyze the value of an investment. (CO5)
  6. Evaluate the financial feasibility of your new venture. (CO 6)
  7. Summarize the due diligence process. (CO7)
  8. Explore post funding and exit strategies for a new venture. (CO 8)
  9. Determine the costs associated with borrowing. (CO9)
  10. Create pro formas for use in the business plan. (CO 10)
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## Outline

## **Week 1:**

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Topic(s)

What are sources of new venture funding; angels and angel group Investors, crowdfunding, grants, and SBA loans

Course Objectives

Assess sources and processes related to funding your new business. (CO 1)

## **Week 2:**

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Topic(s)

Financial needs analysis, Borrowing, debt versus equity, and the cost of money

Course Objectives

Calculate the financial needs to successfully start and operate your new venture. (CO2)

Differentiate debt capital from equity capital. (CO4)

Determine the costs associated with borrowing. (CO9)

## **Week 3:**

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Topic(s)

Designing basic financial statements

Course Objectives

Explore the basics of constructing financial statements. (CO3)

## **Week 4:**

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Topic(s)

Forecasting and pro forma financial statements

Course Objectives

Analyze the value of an investment. (CO5)

Evaluate the financial feasibility of your new venture. (CO 6)

## **Week 5:**

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Topic(s)

Developing an effective financial statement section of the business plan

Course Objectives

Create pro formas for use in the business plan. (CO 10)

## Week 6:

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Topic(s)

Break even analysis and determining profitability

Course Objectives

Evaluate the financial feasibility of your new venture. (CO 6)

## Week 7:

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Topic(s)

The Due Diligence Process and Making Yourself a Good Catch

Course Objectives

Summarize the due diligence process. (CO7)

## Week 8:

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Topic(s)

Exploring post funding activity and exit strategies

Course Objectives

Explore post funding and exit strategies for a new venture. (CO 8)

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## Evaluation

### Grading:

Name	Grade %
Forums	50.00 %
Forum Intro	5.56 %
Week 1 forum	5.56 %
Week 2 forum	5.56 %
Week 3 forum	5.56 %
Week 4 forum	5.56 %
Week 5 forum	5.56 %
Week 6 forum	5.56 %
Week 7 forum	5.56 %
Week 8 forum	5.56 %
Assignments	50.00 %
Week 1 Assignment Funding Options	7.14 %
Week 2 Assignment Financial Needs Analysis	7.14 %
Week 3 Assignment Financial Statements	7.14 %
Week 4 Assignment Pro Forma	7.14 %

Week 5 Assignment Ratios	7.14 %
Week 6 Assignment Break-Even	7.14 %
Week 8 Assignment Exit Strategies	7.14 %

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## Materials

**Book Title:** The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know - e-book available in the APUS Online Library, link also available in the classroom Lessons section.

**Author:** Cremades, Alejandro

**Publication Info:** Wiley OL

**ISBN:** 9781119191834

**Book Title:** Entrepreneurial Finance: Concepts and Cases, 1st ed. - e-book available in the APUS Online Library, link also available in the classroom Lessons section.

**Author:** Vega, Gina

**Publication Info:** Routledge

**ISBN:** 9781138013582

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## Course Guidelines

### Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

### Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

### Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they

know ahead of time of any potential late assignments.

## **Turn It In**

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

## **Academic Dishonesty**

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

## **Submission Guidelines**

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

## **Disclaimer Statement**

- Course content may vary from the outline to meet the needs of a particular group or class.

## **Communicating on the Forum**

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

## **Quizzes and Exams**

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be

accepted without prior instructor approval.

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## University Policies

### [Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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