

ENTR623

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Course Summary

Course : ENTR623 **Title :** Venture Capital

Length of Course : 8

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

Description

Course Description: This course covers major sources of funding for entrepreneurs - including family and friends, angels, venture capitalists, informal investors, banks, and crowdfunding. Each are reviewed and evaluated in this course. Some topics for this course include valuation, bootstrapping, joint ventures, strategic alliances, and private placements. Students create financial statements, develop a funding plan for a new venture, and create a pitch to present to an investor. *This course uses spreadsheet software.

Course Scope:

The intention of this course is to provide a well-rounded scope of funding options available for entrepreneurs. Research shows that one of the greatest challenges of an entrepreneur is capital, or finding capital for their venture. There are different types of entrepreneurs (small business, intra-, inven-, vc-, etc.) and this course needs to address all types of entrepreneurs. Students also need a course to solidify funding opportunities for their idea before moving forward in the coursework and focusing managing their initiative.

Objectives

Course Objectives:

1. Assess appropriate sources and structures for common entrepreneurial capital.
 2. Evaluate various types of funding options for your venture.
 3. Determine a funding option for your capital needs.
 4. Create key financial statements and financial ratios for your venture.
 5. Formulate a funding plan for a new venture.
 6. Develop a presentation package of materials for the investor.
 7. Perform a pitch to present to an investor.
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Outline

Week 1: Personal Savings and Family and Friends

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

CO2: Evaluate various types of funding options for your venture.

Week 2: Lending Institutions

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

CO2: Evaluate various types of funding options for your venture.

Week 3: Angel Investors and Venture Capitalists

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

CO2: Evaluate various types of funding options for your venture.

Week 4: Crowdfunding and competitions

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

CO2: Evaluate various types of funding options for your venture.

Week 5: Valuation

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

Week 6: Pro Forma Statements

Learning Objectives

CO2: Evaluate various types of funding options for your venture.

CO4: Create key financial statements for your venture.

Week 7: Funding Plan

Learning Objectives

CO1: Classify appropriate sources and structures for common entrepreneurial capital.

CO5: Formulate a funding plan for a new venture.

Week 8: Presentation Materials

Learning Objectives

CO3: Select a funding option to invest to seek capital.

CO6: Develop a presentation package of materials for the investor.

CO7: Perform a pitch to present to an investor.

Evaluation

Grading:

Name	Grade %
Forums	30.00 %
Forum - Introduction	3.75 %
Forum - Your Venture	3.75 %
Forum - Lending Institutions	3.75 %
Forum - Angel Investors and Venture Capitalists	3.75 %
Forum - Crowdfunding and Competitions	3.75 %
Forum - Valuation	3.75 %
Forum - Pro Forma Statements	3.75 %
Forum - Funding Plan	3.75 %
Assignments	40.00 %
Week 1 - Financial Statements	5.71 %
Week 2 - Examining Funding Gaps	5.71 %
Week 3 - Angels and VCs	5.71 %
Week 4 - Crowdfunding and Competitions	5.71 %
Week 5 - Valuation	5.71 %
Week 6 - Pro Forma Statements	5.71 %
Week 7 - Funding Plan	5.71 %
Final Project	30.00 %
Forum - Presentation Materials	15.00 %
Week 8 - Presentation Pitch	15.00 %

Materials

Book Title: Business Finance Basics: Learn What You Need in 2 Hours (A Crash Course for Entrepreneurs)

Author: Girard, S., O'Keefe, M., and Price, M.

Publication Info: Career Press

ISBN: 9789077256404

Book Title: Banker's Guide to New Small Business Finance: Venture Deals, Crowdfunding, Private Equity, and Technology, + Website

Author: Charles H. Green

Publication Info: Wiley

ISBN: 9781118837870

Book Title: Here's the Pitch: How to Pitch Your Business to Anyone, Get Funded, and Win Clients

Author: Martin Soorjoo

Publication Info: Wiley

ISBN: 9781118137529

Book Title: Start up and Run Your Own Business: The Essential Guide to Planning, Funding and Growing Your New Enterprise

Author: Jonathan Reuid

Publication Info: Kogan Page

ISBN: 9780749460600

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 arraignments 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.

University Policies

[Student Handbook](#)

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

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