

COURSE OUTLINE

DISCIPLINE: Entrepreneurship

1. **COURSE IDENTIFICATION:** ENTRE 107
2. **COURSE TITLE:** Money, Finance and Accounting for Entrepreneurs
3. **TOTAL UNITS:** 3
4. **GRADING:**
 - a. Letter Grade (Credit)
 - b. Pass/No Pass (Non-Credit)
5. **NUMBER OF TIMES A COURSE MAY BE TAKEN:**
 - a. Once (Credit)
 - b. Unlimited (Non-Credit)

6. **REQUIRED AND/OR RECOMMENDED BACKGROUND:**

Prerequisite(s): None

Corequisite(s): None

Advisory: None

Advisory - Concurrent Enrollment: None

Advisory - Prior Enrollment: None

7. **CATALOG DESCRIPTION:**

One of the more challenging aspects of entrepreneurship deals with financing. Determine how much you need and how entrepreneurial finance works: where, when and how to get financing, equity, bootstraps, angel investors and venture capitalists. Learn the critical importance of leveraging resources. Discover what you really need to know about bookkeeping, accounting, and using numbers to make smarter decisions.

8. **CONTENT:**

- a. Forms of business ownership and tax implications
- b. The financial statement
 - i. Financial statement analysis
 - ii. Break-even analysis
 - iii. Measuring growth, gross and net margins
- c. Cash flow management
 - i. Forecasts
 - ii. Accounts receivable
 - iii. Accounts payable
 - iv. The cash gap
 - v. Working capital

- d. Valuation
 - i. Key factors influencing valuation
 - ii. Valuation methods
 - iii. Multiples of gross margin
 - iv. Asset valuation
 - v. Start-up Capital
 - vi. Equity vs. Loans
 - vii. Sources of capital
 - 1. Private & SBA Loans
 - 2. Investors
 - a. Seed
 - b. Angel
 - c. Venture
 - d. IPO
 - 3. Crowd Funding
 - 4. Cashflow
 - viii. Determining Funds Needed
- e. Overview of the financial and investment of entrepreneurial firms.
 - i. Financial strategies
 - ii. Investment strategies
 - iii. Selection of appropriate strategy

9. OBJECTIVES:

- a. Apply theory to new entrepreneurial financial situations and ventures
- b. Identify and create business financing options for new businesses
- c. Apply sound accounting practices to business operations
- d. Identify and analyze entrepreneurial finance business opportunities

10. METHODS OF INSTRUCTION - May include any of the following

- a. Lecture
- b. Lab
- c. Demonstrations
- d. Guest speakers
- e. Internet instruction
- f. Collaborative group work
- g. Web-based presentations
- h. One-on-one tutorials
- i. Outside research
- j. Small group or directed class discussions
- k. Student-instructor conferences
- l. Study groups
- m. Computer assisted instruction
- n. Audio visual presentations

- o. Field trips

11. OUT-OF-CLASS ASSIGNMENTS - May include any of the following:

READING: Students will read course materials pertaining to money, financing and accounting to prepare for class discussion.

WRITING: Students will write an essay after reading articles from the professional literature. Sources shall be cited.

CRITICAL THINKING: Students will critique a financial statement, including a break-even analysis, growth measurements and net margins.

12. METHODS OF EVALUATION - May include any of the following:

- a. Grading scale specified in the course syllabus
- b. Analytical projects
- c. Application of knowledge/skill
- d. Class presentations
- e. Completion of homework assignments
- f. Creative projects
- g. Demonstrated ability
- h. Essay exams
- i. Essays
- j. Group projects
- k. Journals
- l. Lab reports
- m. Laboratory projects
- n. Notebooks
- o. Oral reports
- p. Participation in classroom discussion
- q. Performance
- r. Portfolios
- s. Problem sets
- t. Research papers
- u. Research projects
- v. Simulations
- w. Standardized tests
- x. Written essays, reports

13. RECOMMENDED TEXTS AND SUPPORTING REFERENCES:

Cornwall, Jeffery. *Bootstrapping*, ed. Prentice Hall, 2009, ISBN: 978-013604425

Finance for Non-Financial Managers, 2nd Edition, Robert Cooke, Mc-Graw-Hill 2004. ISBN: 0-07-142546-2

QuickBooks: Self-Employed (Instructor contact QuickBooks for free version for students)