

# IB268-15 Entrepreneurial Finance and Venture Capital

20/21

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Simon Barnes

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

To enable students to understand the fundamental need for finance in entrepreneurial companies, the flow of capital around entrepreneurial young companies and how to execute a practical fundraising strategy for a start-up.

### Module aims

To enable students to understand the fundamental need for finance in entrepreneurial companies, the flow of capital around entrepreneurial young companies and how to execute a practical fundraising strategy for a start-up.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Why do start-ups need to raise finance?
- The business of venture capital.

- Inside the mind of an investor.
- The world of business angels and crowdfunding.
- Corporate venture funds and family offices.
- Building a viable financing plan for a start-up.
- Running a process to raise capital.
- Negotiating with investors.
- What happens after the investment?
- Pitching to investors

## **Learning outcomes**

By the end of the module, students should be able to:

- Understanding the role of finance in building early stage companies / start-ups
- Understanding how capital flows in and around entrepreneurial firms
- How to develop a financing plan
- How to run a fundraising process and present to investors
- How to negotiate with investors
- How to manage investors and deliver a successful exit

## **Indicative reading list**

Entrepreneurial Finance: The Art and Science of Growing Ventures by Luisa Alemany and Job J, Andreoli (2018)(Cambridge University Press ISBN: 9781108431859)

Raising Venture Capital by Rupert Pearce and Simon Barnes (Wiley Finance ISBN: 9780470027578)

## **Subject specific skills**

- Building a viable financing plan
- Presenting to investors
- Running a competitive fundraising process
- Negotiating with investors
- Understanding and structuring investments

## **Transferable skills**

- Planning
- Presentation skills
- Communicating
- Team work
- Numerical analysis
- Negotiation

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## **Study**

## Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

## Private study description

No private study requirements defined for this module.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A1

	Weighting	Study time
Group Presentation Pitch - 10 minute recorded	30%	22 hours
Individual Assignment	70%	51 hours

## Feedback on assessment

In-class and on my.wbs

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## Availability

## Courses

This module is Optional for:

- UIBA-N20B BSc in Management
  - Year 2 of N20B Management

- Year 2 of N20B Management
- Year 2 of N23K Management with Accounting
- Year 2 of N234 Management with Digital Business
- Year 2 of N235 Management with Entrepreneurship
- Year 2 of N232 Management with Finance
- Year 2 of N252 Management with Marketing
- Year 2 of N23L Management with Strategy and Organisation
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 1 of UIOA-ESO Undergraduate European Exchange
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
  - Year 2 of N20F International Management
  - Year 2 of N20F International Management
  - Year 2 of N20S International Management (with Accounting)
  - Year 2 of N20T International Management (with Chinese)
  - Year 2 of N20P International Management (with Entrepreneurship)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20U International Management (with French)
  - Year 2 of N20L International Management (with Marketing)
  - Year 2 of N20V International Management (with Spanish)
  - Year 2 of N20W International Management (with Strategy and Organisation)
  - Year 2 of N20N International Management with Digital Business
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N234 Management with Digital Business
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 3 of N20E Management (with Foundation Year)
  - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 3 of N23M Management with Accounting (with Foundation Year)
  - Year 3 of N23E Management with Digital Business (with Foundation Year)
  - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
  - Year 3 of N23D Management with Finance (with Foundation Year)
  - Year 3 of N254 Management with Marketing (with Foundation Year)
  - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)

- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange