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

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

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.

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

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
- UIOA-ESO Undergraduate European Exchange
    - Year 1 of UESO Undergraduate European Exchange
    - Year 1 of UESO 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 N252 Management with Marketing
    - 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