

# IB268-15 Entrepreneurial Finance and Venture Capital

**21/22**

**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 (26%)
Seminars	9 sessions of 1 hour (12%)
Private study	48 hours (62%)
Total	77 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	30%	22 hours
Pitch - 10 minute recorded		
Individual Assignment	70%	51 hours

## Feedback on assessment

In-class and on my.wbs

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## Availability

## Courses

Course availability information is based on the current academic year, so it may change.  
This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy

- Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
- Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
- Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- Year 3 of L1CA Economics, Psychology and Philosophy
- Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
- Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
- Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy