

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

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.

Assessment

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

Assessment group A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Presentation Pitch - 10 minute recorded	30%	22 hours	No
Reassessment component			
Individual Assignment			Yes (extension)
Assessment component			
Individual Assignment	70%	51 hours	Yes (extension)

Reassessment component is the same

Feedback on assessment

In-class and on my.wbs

Availability

Courses

Course availability information is based on the current academic year, so it may change.

This module is Optional for:

- Year 2 of UECA-3 Undergraduate Economics 3 Year Variants

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