

**SYLLABUS: FINANCE 7397/4397 (Summer 2022)**  
**ENTREPRENEURIAL FINANCE**  
**STEWART**

**CONSULTATION**

Email: mcstewart@central.uh.edu

Office: Melcher Hall, room 210C

Class Date/Time: Thursday. 6 – 9p CST

Office Hours: Immediately after class or by appointment.

Classroom: Class is held in room MH 110, and utilizes Black Board Learn

**COURSE MATERIALS**

Required: > Text: Entrepreneurial Finance, 7<sup>th</sup> Edition, Leach/Melcher

> Supplemental Business Cases and Articles

**COURSE DESCRIPTION**

The Entrepreneurial Finance course is structured such that it highlights the interconnectedness, and in affect, dependence of entrepreneurial endeavors on the rigors of Finance. The course will explore how Finance impacts early stage companies over time, and look at current trends; including within different industries. Moreover, the course will look at the different stages of growth and how the financing needs differ among those different stages. The course will include a look at the sources of value creation via common practices within the venture arena, including monetization of early stage ventures. Textbook material will be utilized along with the studying of actual case studies. In addition to the more academic components of the course, there will be an experiential dynamic as well, that will supplement the students' exposure to the subject matter; including guest speakers and the chance for students to interface with practitioners in the field.

**CLASS FORMAT**

This course will use materials from the text and real world cases to convey the material. Each week, reading materials, with accompanying questions, along with relevant articles, will be assigned. We will discuss the key topics and materials in the case for most of the class period.

**COURSE PROCEDURES**

This course will be time-consuming, challenging, and fun. Unless you have the time to execute the assigned questions and prepare for each class, I recommend not taking the course.

The assigned texts readings are mostly qualitative in nature, but a large part of the class will require quantitative skills. Additional materials will supplement the text, and are meant to serve as additional background material. Because of the nature of this course (and its grading criteria), it is recommended that you attend every class, arrive on time, and be prepared to participate. The class will work in unison with Black Board Learn.

**GRADE DETERMINATION**

Grades will be based on class participation, assignments, and exams.

Class Participation	10%
Class Assignments/Cases	25%
Special Project I	20%
Special Project II	20%
Special Project III	25%

### **CLASS PARTICIPATION**

The format of the class is such that the experience is enhanced with student participation. And so class participation will count for 10% of the final grade. I will judge your performance based on the quality, and not the quantity of your comments.

### **SPECIAL PROJECTS**

Groups will be required to participate in exercises and scenarios, whereby the narrative will be provided to them. Groups will need to present within the context of these storylines, and submit a paper that speaks to their findings or position. These materials will be checked for plagiarism. You are responsible for all the information in the paper. Certain projects will be based on a level of experiential interactions.

### **ACADEMIC DISHONESTY**

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook.

<http://www.uh.edu/dos.hdbk/acad/achopol.html>. Students are expected to be familiar with this policy.

### **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

The C.T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

### **COURSE EVALUATIONS**

The C.T. Bauer College of Business requires all its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. We encourage students to provide feedback to instructors through the evaluation process.

## CLASS ASSIGNMENTS

*This schedule is subject to change due to the time required to complete discussions, etc. Any assignment due must be turned in by the designated time.*

**NO ASSIGNMENTS WILL BE ACCEPTED LATE.**

<b>WEEK 1: (6/9)</b>	<b>Theme</b>	❖ Introduction to Entrepreneurial Finance
	<b>Discussion</b>	❖ Orientation to class / Class Approach & Goals
<b>WEEK 2: (6/16)</b>	<b>Theme</b>	❖ Cont. Introduction to Entrepreneurial Finance
	<b>Pre-Reading</b>	❖ Chap. 1 of Leach & Melicher
	<b>Added Discussion points</b>	❖ CCC: The Case Cracking Code
<b>WEEK 3: (6/23)</b>	<b>Theme</b>	❖ Business Formation & Financial Analysis
	<b>Pre-Reading</b>	❖ Selected Article ❖ Chap. 3, 5 of Leach & Melicher
	<b>Assignment</b>	❖ Assigned Questions
	<b>Added Discussion points</b>	❖ Historical Trends
<b>WEEK 4: (6/30)</b>	<b>Theme</b>	❖ Measuring Success ❖ Cost of Capital
	<b>Pre-Reading</b>	❖ Chap. 7, 8(select sections) & 9 of Leach & Melicher
	<b>Sector Spotlight</b>	❖ <i>Guest Appearance</i>
<b>WEEK 5: (7/7)</b>	<b>Theme</b>	❖ Valuation Methods for Early Stage Ventures ❖ <b>Project I – The Launch</b>
	<b>Pre-Reading</b>	❖ Chap. 10 & 11 of Leach & Melicher
	<b>Assignment</b>	❖ Assigned Case

<b>WEEK 6: (7/14)</b>	<b>Theme</b>	❖ Financing & Managing Growth
	<b>Pre-Reading</b>	❖ Chap. 13 of Leach & Melicher, Assigned Case
	<b>Sector Spotlight</b>	<i>Guest Appearance –</i>
<b>WEEK 7: (7/21)</b>	<b>Theme</b>	❖ Deal Structures
	<b>Pre-Reading</b>	❖ Chap. 14 of Leach & Melicher
	<b>Assignment</b>	❖ Assigned Case
<b>WEEK 8: (7/28)</b>	<b>Theme</b>	❖ Introduction to Venture Funds ❖ <b>Project II – Growth Capital</b>
	<b>Pre-Reading</b>	❖ Assigned Case
	<b>Assignment</b>	❖ Assigned Questions
	<b>Sector Spotlight</b>	<i>Guest Appearance –</i>
<b>WEEK 9: (8/4)</b>	<b>Theme</b>	❖ Monetizing ❖ Exit Strategies
	<b>Pre-Reading</b>	❖ Chap. 15 of Leach & Melicher
	<b>Assignment</b>	❖ Assigned Questions
	<b>Sector Spotlight</b>	<i>Guest Appearance –</i>
<b>WEEK 10: (8/11)</b>	<b>Final Assignment</b>	❖ <b>Project III – Next Level</b>
	<b>Pre-Reading</b>	❖ Selected Case