

Entrepreneurship and Finance

SYLLABUS

I. IDENTIFICATION

Program: Business Administration		
Course: Entrepreneurship and Finance		
Class hours: 72 hours/class	Academic year: 2020/1	Phase: Elective class
Professor: Reinaldo de Almeida Coelho		
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II. SUMMARY

This class explores some fundamental concepts about finance and modern entrepreneurship using an experimental learning approach. First, it starts with an overview of the most fundamental concepts of finance and entrepreneurship in an integrated manner. Next, it explores the practical application of these concepts in a project to be developed by the students.

III. PROGRAM

The class will cover but is not restricted to the following topics:

Finance Track:

1. Introduction to financial statements and financial ratios
2. Working capital, financial statements projection, and break-even analysis
3. New business funding and basic concepts on financial math
4. Risk and return and cost of capital
5. Investment analysis and Valuation
6. Negotiating a deal with investors: terms and governance

Entrepreneurship Track:

7. Idea generation and evaluation
8. Business model structure and design
9. Business model validation
10. Customer development
11. Lean startup and metrics
12. Business planning and Pitching

IV. LEARNING METHODOLOGY

The learning methodology will consist of lectures, seminars, activities at the computer lab, home-works, and the development of a project focused on the first steps towards launching a new startup company.

V. ASSESSMENT SYSTEM

The assessment will consist of two tests throughout the semester, and an additional grade for the work performed student project to be developed throughout the semester.

IV. BIBLIOGRAPHY

Berk, J., DeMarzo, P., (2013). *Corporate Finance (3rd Edition)*. Pearson.

Blank, S. and Dorf, B. *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K & S Ranch, 2012.

Brealey, R., Myers, S., and Allen, F., *Principles of Corporate Finance*, 11th ed., 2013. New York, NY: McGraw-Hill.

Brigham, E. & Ehrhardt, M., *Financial Management: Theory & Practice*, 14th ed., 2013. Mason, OH: South-Western.

Damodaran, A., (1996). *Corporate Finance: Theory and Practice*. Wiley. Damodaran, A., 1994, *Investment Valuation*, John Wiley & Sons, New York.

Osterwalder, A., Pigneur, Y., *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons, 2010.

Ries, E. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011.

Ross, S., Westerfield, R., Jaffe, J., (2012). *Corporate Finance (10th Edition)*. McGraw-Hill.

Weil, R., Schipper, K., & Francis, J., *Financial Accounting: An Introduction to Concepts, Methods and Uses*, 14th ed., 2012. Mason, OH: South-Western.