

## Plano de ensino

**Curso:** 107 - Visitante - UDESC para Estrangeiros - Conforme Resolução COSEPE-UDESC N 06-2015 Art19

**Turma:** ESTR12/1 - Curso Visitante - UDESC para estrangeiros

**Disciplina:** ESTR - 24 - Entrepreneurial Finance

**Período letivo:** 2023/2

**Carga horária:** 72

**Professor:** 3781259 - REINALDO DE ALMEIDA COELHO

### *Ementa*

### *Objetivo geral*

1. 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.

### *Objetivo específico*

### *Conteúdo programático*

1. 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

### *Metodologia*

1. The learning methodology will consist of videos, video-conferences, home-works, and the development of a project focused on the first steps towards launching a new startup company.

### *Sistema de avaliação*

1. The assessment will consist of partial deliveries throughout the course, and an additional grade for the work performed student project to be delivered at the end of the course.

### *Bibliografia básica*

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

### *Bibliografia complementar*