

**EEE 4653 Venture Capital  
Spring 2016  
Spears School of Business  
Oklahoma State University**

**Instructor:**

Vance H. Fried

Riata Professor of Entrepreneurship

**Contact Information:**

Office: Business 421A, Stillwater

Email: vance.fried@okstate.edu

Phone: 405-744-8633

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Distance Learning Support: spearsdistance@okstate.edu or 1-866-678-3933 or 405-744-4048

Technical Assistance for Video Lectures: [http://ra.okstate.edu/stw\\_ssb/cepd/VideoHelp](http://ra.okstate.edu/stw_ssb/cepd/VideoHelp)

**Overview of the Course**

This course explores finance from the standpoint of an entrepreneur seeking financing for a mid to high potential venture. Major topics include: making financial projections for start-ups, assessing how much money a venture requires, understanding different financing sources, and locating and negotiating both debt and equity financing. We will also cover financial analysis and cash management for entrepreneurial ventures, turnarounds, acquisitions, and initial public offerings

**Course Prerequisites**

None (although a basic understanding of accounting and finance would be quite helpful)

**Course Goals**

This course is designed to give all students a basic knowledge of entrepreneurial finance in order to be successful as an entrepreneur. When combined with intermediate level knowledge of finance and/or accounting the course will allow students to function as a finance specialist in an entrepreneurial firm or a consulting firm dealing with entrepreneurial finance.

**Course Objectives**

By the end of the course, the students are expected to be able to:

- Understand financial management strategies/techniques for start-ups
- Understand financial management strategies/techniques for established small-to-medium sized enterprises
- Identify the appropriate source and structure for common entrepreneurial financings
- Structure an equity financing
- Structure a debt financing
- Know about the important “special situations” an entrepreneur might face

**Texts and Supplementary Materials**

### Required Text

Rogers, Steven (2014). Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur (3<sup>rd</sup> edition) USA: McGraw-Hill Companies.

Cases and readings posted on D2L

### **Grading Policy**

Grade components are as follows:

Case Discussions	200 pts
Quizzes	100 pts
Exams (3 at 150 each)	450 pts
Final Exam	<u>250 pts</u>
Total Points	<u>1000 pts</u>

Letter grades will be assigned according to the standard scale.

900-1000 pts. = A

800-899 pts. = B

700-799 pts. = C

600-699 pts. = D

Below 600pts = F

### **Description of Course Requirements:**

#### Case Discussion

Several times in the semester we will discuss a case. Each time you will make discussion board posts answering questions about that case. You will be placed in a group and will post for your group only. In grading these discussions, I will focus on whether or not you appear to have seriously studied and thought about the case.

I will post the questions you are to answer in a Forum. Underneath each Forum should be one Topic. Each group has its own Topic so all you should see is the Topic for your group. Your answers go in the Topic (not the Forum). After each question you will see some numbers E.g. (8-3). The first number is a suggested sentence length for the leads, and the second a suggested sentence length for the responses.

Each week I will send your group an e-mail designating the leads for each question. There will only be one lead in your group for each question. This means most weeks you will be a lead on one question, but not necessarily every week.

Students designated as lead on a question are to post their answer by 6:00 a.m. on Tuesday. Leads number their answers and post under the topic.

Everybody in the group is to post a response on EVERY question where you were not lead (click reply to thread the lead started). The response can comment on the lead's answers or any of the other group member's responses. You cannot post a response before the Lead unless after 6:00 a.m. Tuesday. You must post a response to all these questions by 6:00 a.m. on Friday.

You'll also see some drop boxes. After you are done posting your responses on the discussion board, you need to drop something into the related drop box. It can be an empty word file. I won't read this document. It's just a way for me to monitor who has completed the Discussion Board. Once you have finished the Discussion Board and put something in the Drop Box, you'll be allowed to watch the videos. (I realize the Drop Box is a silly step, but it's necessary because of a quirk in the D2L software).

Failure to follow proper procedure will lead to automatic deductions from your participation grade as follows:

No posts	25 points
Failing to respond on every question	10 points
Putting file in Dropbox before all posts	25 points
Posting late as lead	10 points
Jumping lead	5 points

For example, assume your grade would have been 180 points, but you did not post one week and failed to respond on every question in another week. Your grade would be 145 points.

### Quizzes

Most weeks you will take one or two quizzes over the assigned readings. These quizzes must be taken BEFORE you access the relevant lecture videos. These quizzes are on D2L. They are open book and not timed, so I expect grades to be very high on these quizzes. The quizzes MUST be completed by 6:00 a.m. Friday (Note the quiz for the first week does not need to be completed until Friday of the second week).

### Exams

You will take four exams. These exams will include multiple-choice and true/false questions, short written answer questions, and short problems. The exams will be based upon the readings and videos. The first three exams are not comprehensive. The fourth exam (final exam) will cover new material since the third exam plus a section covering designated topics from earlier in the semester.

All exams will be closed book and proctored. The exams will be distributed through your proctor. (Upon enrolling each semester, contact the Spears School of Business Distance Learning Office to inform them of your proctoring site. You can call (405) 744-4048, or read the proctor policies and exam procedures, and complete the appropriate Testing Center form at <http://spears.okstate.edu/distance/guide>.) You can schedule the exams anytime after 8:00 a.m. on Friday. They need to be completed at your proctors by 4:00 p.m. Thursday.

### **Communications**

1. There is a general discussion board on D2L. You can post any questions, comments, etc, there. You can address me or other class members. I will check

the board at least weekly.

2. Should you need a quick answer to a question, send me an e-mail to the address shown above. Don't use D2L if you need a quick response.
3. Every Friday by 5:00p.m., I will post a weekly update. I will answer common questions, comment on discussion board postings, comment on exams, etc. Often I may offer a few comments that will be helpful for the upcoming assignment, so it's a good idea to check here BEFORE starting work for that week. The posting may be written or video. The update may include information relative to course requirements and content, so it is MANDATORY that you read/view these updates.

### **Make-up Policy**

Students are expected to take each exam on the date given and submit each assignment in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination.

### **Case Policy**

Several times in the semester we will be using business cases.

- The data provided in the case will invariably be incomplete and old. Cases are used to build analytical and decision-making skills and to illustrate conceptual points, *not* to learn about recent decisions by a specific company;
- Do not overlook whatever data are available in the case;
- Believe the facts and data; you may be suspicious of stated opinions;
- If essential pieces of information are missing, make reasonable and *explicit assumptions*;
- You are **NOT** allowed to do independent research about the company or case prior to class discussion. Cases often depict the information available to the decision-maker at the point of the decision. Looking at "what happened" gives you the benefit (or bias) of hindsight, which will not be available when you have to make real decisions. I will consider such behavior as a "**VIOLATION OF ACADEMIC INTEGRITY**".
- Case learning is an individual journey of discovery (aided by class discussion). It is inappropriate and unethical behavior to discuss the case prior to class discussion with participants from previous classes (or sections), or to exchange material with those participants. I will consider such behavior as a "**VIOLATION OF ACADEMIC INTEGRITY**".

## **University Policy**

### Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

Click on “class schedules,” and “short, internet, and outreach courses”

To drop this course, contact the Registrar’s office, (405) 744-6876, or drop through SIS (Student Information Services).

### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu/>