

## Syllabus

### Course description

<b>Course title</b>	<b>Entrepreneurial Finance and Venture Capital</b>
<b>Course code</b>	<b>25560</b>
<b>Scientific sector</b>	SECS-P/09
<b>Degree</b>	Master in Entrepreneurship and Innovation
<b>Semester and academic year</b>	2. Semester academic year 2024-2025
<b>Year</b>	1 <sup>st</sup> study year
<b>Credits</b>	6
<b>Modular</b>	No
<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	Not foreseen
<b>Total exercise hours</b>	18
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	The prior attendance of the course "Foundations of the Entrepreneurship" is highly desired but not required. General finance knowledge would be an advantage, but is also not required.
<b>Course page</b>	<a href="#">Course Offering - enrolled from 2022 / Free University of Bozen-Bolzano (unibz.it)</a>
<b>Specific educational objectives</b>	The course refers to the typical educational activities and belongs to the scientific area of Economics. The education objectives of the course are to teach students to thoroughly understand the range of financing alternatives available to small business and to be able to choose the most suitable ones for each case.
<b>Lecturer</b>	<b>Florian Kiesel</b> Office E2.04 Phone 0471 013041 Email: <a href="mailto:florian.kiesel@unibz.it">florian.kiesel@unibz.it</a> <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46474-florian-kiesel">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/46474-florian-kiesel</a>
<b>Scientific sector of the lecturer</b>	SECS-P/09
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen
<b>Office hours</b>	18, please refer to lecturer's timetable
<b>List of topics covered</b>	Sources of financing, Financial Planning through the Firm's Life Cycle, Firm valuation (DCF and comparable firms, VC method), Capital Structure, Angel investing, Private equity and the Venture Capital market, Crowd financing, Token financing / ICOs, Harvesting Options

	(M&A, SPACs, IPOs), Financing for business plans/Budgeting forecast
<b>Teaching format</b>	Frontal lectures, case studies, exercises, presentations
<b>Learning outcomes</b>	<p><b>Knowledge and understanding:</b> The course provides knowledge on the main financial issues of young ventures, such as financial planning, funding, raising money, valuation, and exiting. The course introduces the key actors in entrepreneurial finance, the preparation of a business plan and financial forecasting, the mechanics of financing rounds; financial management of SMEs; and the exit process.</p> <p><b>Applying knowledge and understanding:</b> The student should be able to apply modern techniques of entrepreneurial finance and venture capital. This includes firm valuation, preparing and pitch business ideas using financial forecasting and planning, discuss funding alternatives, and how to identify suitable exit strategies.</p> <p><b>Making judgments:</b> Students should be able to estimate the financial value of new ventures, whether the business plan can be successful or not using cashflow analysis, and what are good financing sources to establish the business successfully.</p> <p><b>Communication skills:</b> The aim is that students collaborate to finalize business strategies, that they can pitch business plans in short and efficient ways and that they learn to negotiate with investors in different stages of the venture using the same definitions and terminologies.</p> <p><b>Learning skills:</b> The course provides students with a framework for financial decision-making, enabling them to solve problems, locate information, make informed assumptions, and present effective solutions.</p>
<b>Assessment</b>	<p><b>All students</b> (attending and non-attending students): Individual case study (firm evaluation) submission prior to the final exam.</p> <p>The final exam consists of an individual written test held at the end of the semester. It will comprise general questions along with small case studies, requiring students to develop suitable financing decisions. Additionally, a mock exam will be provided during the last class of the lecture series.</p>
<b>Assessment language</b>	English

<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p>There are two written components in the assessment: a case study and a final exam. In the case study, students evaluate a given startup and determine its market value. Evaluation of the case study is based on the student's assumptions, level of detail, and presentation of results.</p> <p>The final exam includes questions related to real cases, entrepreneurial finance theory, and practical exercises. To pass the exam, students must receive a positive evaluation on both parts; otherwise, the test is considered failed. The threshold for passing the final exam is 18 out of 30+ points. The case study is evaluated on a pass/fail basis.</p>
<p><b>Required readings</b></p>	<p>Metrick and Yasuda, <i>Venture Capital and Finance of Innovation</i>, 3<sup>rd</sup> Edition (2021), Wiley  Leach and Melicher, <i>Entrepreneurial Finance</i>, 7<sup>th</sup> Edition (2020), Cengage</p>
<p><b>Supplementary readings</b></p>	<p>Berk and DeMarzo, <i>Corporate Finance</i>, 5<sup>th</sup> Edition (2020), Pearson.  Further readings will be defined before the start of the course.</p>