

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

Today's entrepreneur requires an applied and realistic view of financial matters in their activities. As small and growing firms, the understanding of finance also requires an understanding of management, marketing and planning functions in these firms. This subject offers an integrated and comprehensive perspective of financial management in their daily business. It provides a set of concepts and applications arising from the developments in entrepreneurship, finance and accounting. It will prepare students for their entry into new businesses and also offer new and useful insights into rapid growth of entrepreneurs and their businesses. Both practical and theory will be explored with some emphasis on venture capital and public offerings.

In addition, it also provides necessary sense of responding to social needs with an entrepreneurial solution, including problem solving skills.

It will prepare students to take on strategic management and advisory roles in assisting the start-up companies and existing business enterprise to become a successful and also sustainable business, if student are not venturing into their own business.

LEARNING OUTCOMES

- Apply relevant skills and related resources in entrepreneurial field.
- Assess free-market opportunities that they may be transformed into solving social needs and business sustainability.
- Formulate and promote strategies to mobilize finance and raise awareness of growing financial needs among entrepreneurs in the business community.
- Prepare useful financial management advice and demonstrate leadership on becoming a successful entrepreneur.

TOPICS

Topic 1 Overview on Entrepreneurial Financial Management

- Overview of entrepreneurial financing and the business plan
- Overview of the entrepreneurial process
- The financial environment: business finance, financial markets and regulations, accounting practices

	<ul style="list-style-type: none"> • Business performance: measures of performance
Topic 2	<p>Setting Financial Objectives</p> <ul style="list-style-type: none"> • Life cycle of the entrepreneurship business: New, growth, maturity and decline • Impact of interest rates, inflation and risks, foreign currencies
Topic 3	<p>Analyzing Financial Statements</p> <ul style="list-style-type: none"> • Balance Sheet -Assets, liabilities, net worth • Profit & Loss statement – Revenue, expenses and profit • Fund flow statement and Cash flow statement • Provide management advice based on the analysed data
Topic 4	<p>Revenue projections</p> <ul style="list-style-type: none"> • Sources of revenue -the business plan, market research, pricing and profit considerations • Computation of revenue – cash and credit, income recognition and tax considerations • Historical data -sensitivity analysis • Formulate strategies to strengthen financial position
Topic 5	<p>Expense Projections</p> <ul style="list-style-type: none"> • Identifying expenses -Purchases, cost of goods sold, administrative & selling, interest & depreciation • Computation of expenses -Accruals and non-accruals • Historical data – sensitivity analysis • Strategize sustainable profitability
Topic 6	<p>Financial Modelling</p> <ul style="list-style-type: none"> • Financial needs analysis and the business plan • Efficiency and sufficiency of funds flow • Data sensitivity • Importance of monitoring financial performance to stakeholders • Instruments used in financial monitoring
Topic 7	<p>Internal funding</p> <ul style="list-style-type: none"> • The working capital cycle • Fund flow statement and cash positioning
Topic 8	<p>External funding</p> <ul style="list-style-type: none"> • Debts • Small loans scheme, entrepreneurial assist loans • Capital funds • Venture capital
Topic 9	<p>Cash flow management and projection</p> <ul style="list-style-type: none"> • Significance of cash flow projection

	<ul style="list-style-type: none"> • Firm's activities vs. cash flow • Factoring sustainable healthy cash position in response to growing financial needs
Topic 10	Funding for Expanding Business Growth <ul style="list-style-type: none"> • Business plan and growth forecast • Public vs. private funding • Factoring sustainability and social needs in financial planning
Topic 11	Valuation of the Business <ul style="list-style-type: none"> • The investors' perspective • The entrepreneurs' perspective • Formulate strategies for entrepreneurial success
Topic 12	Social Entrepreneurship <ul style="list-style-type: none"> • The concept and its implication on entrepreneurs in today fast-moving business environment • Examining the shift for to social entrepreneurship • Boundaries of social entrepreneurship • Why should entrepreneurs care? • What is a business plan for Enduring Social impact? • Develop social impact strategies and implementation strategy • How social entrepreneurship improve leadership? • Consideration for business ethics

Consultation

Self-study / library research

Other

ASSESSMENT DETAILS

Continuous Assessment	%
Presentation of Short Synthesis Assignment	30
Metacognitive Discussion on Written Assessment work	20
Final Assessment	%
Open Book Exam	20
Written Assessment Report	20
Closed Book Exam	10

PRESCRIBED TEXT

Main:

Chris Leach and Ronald W. Melicher, *Entrepreneurial Finance*, 6th Ed. (2017), Cengage Learning

Luisa Alemany and Andreoli Nyenrode, *Entrepreneurial Finance – The Art and Science of Growing Ventures*, (2018), Cambridge University Press

Additional References:

Leach Melicher, *Entrepreneurial Finance*, 4th Ed, South Western College Publishing (2015)

Smith, R.L. & Smith, J.K. (2004), *Entrepreneurial Finance*, John Wiley & Sons Inc.

Steven Rogers, *Entrepreneurial Finance*, 3rd Ed. *Finance and Business Strategies for the Serious Entrepreneur*, Kindle Edition, (2014), McGraw-Hill Education

Shaker A. Zahra and Robert E. Buuck, *Handbook of Research on Corporate Entrepreneurship*, (2018), Edward Elgar/Elgaronline