San José State University  
College of Business/Department of Accounting & Finance  
BUS1 173c, Entrepreneurial Finance, Section 1, Fall 2017

Course and Contact Information

Instructor: Laura Roden
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Office Hours: MW 8:00-8:45am DROP-IN  
MW 12:00-2:45pm BY APPOINTMENT
Class Days/Time: MW 3:00-4:15pm
Classroom: BBC 107
Prerequisites: BUS 170 with a min grade of ‘C’ and Upper Division Standing.

Course Format

This course will include classroom lectures, textbook and other readings, individual and team projects, and several student presentations. Lectures will typically be supported by powerpoint slides which are for presentation support only; slides may or may not be posted and do not replace the textbook material. All students are required to access the Canvas system on a regular basis for homework assignment details and submissions, announcements, and grading information. Additionally, students are requested to download the Canvas Lock Down Browser on a wireless network enabled device of their choosing (tablet or laptop) that can access Canvas from the classroom, and bring the device to every class session in order to take quizzes and tests. Paper versions of quizzes and tests will be available for students without enabled devices but students taking paper tests must come to office hours to review results.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at www.sjsu.edu/people/laura.roden or on the Canvas learning management system course website at http://sjsu.instructure.com. The daily assignment details and quiz dates that appear on the syllabus only represent the initial plan for the course: this can and WILL change throughout the semester based on the pace of the class, the availability of new learning materials, and other unanticipated reasons. STUDENTS SHOULD FOLLOW THE ASSIGNMENT INSTRUCTIONS AND TEST DATES POSTED ON CANVAS, NOT THE SYLLABUS. You are also responsible for regularly checking with the messaging system through MySJSU at http://my.sjsu.edu to learn of any special announcements or other important communications.

Course Description

Basic principles of finance applied to new ventures and small businesses. Topics include form of organization, financial infrastructure, reporting and controls, business models, cash flow forecasting, sources of debt and equity funding, valuation, and exit strategies.
Course Goals

BS/BA Program Learning Goals

Goal One: Business Knowledge
Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

Goal Two: Communication
Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

Goal Three: Ethical Awareness
Recognize, analyze, and articulate solutions to ethical issues that arise in business.

Goal Four: Leadership, Teams and Diversity
Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

Goal Five: Critical Thinking
Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

Goal Six: Innovation
Recognize, analyze, and articulate strategies for promoting creativity and innovation.

Learning Outcomes

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

LO1 Demonstrate an understanding of small business critical success factors – CBPG #1 (Business Knowledge), 5 (Critical Thinking) and 6 (Innovation).

LO2 Demonstrate an understanding of how to describe and present a new business concept - CBPG #2 (Communications).

LO3 Demonstrate an understanding of small business valuation methods - CBPG #5 (Critical Thinking).

LO4 Demonstrate a basic understanding of cash flow forecasting – CBPG #1 (Business Knowledge) and 5 (Critical Thinking).

LO4 Demonstrate a familiarity with sources of capital for small businesses- CBPG #1 (Business Knowledge) and 6 (Innovation).

LO5 Demonstrate an ability to contribute effectively to a team effort - CBPG #4 (Leadership, Teams and Diversity).

Required Texts/Readings

Textbooks
Two books are required reading:
The Launch Pad: Inside Y Combinator
Author: Randall Stross
Publisher: Portfolio (September 24, 2013)
ISBN-10: 1591846587

AND

Successful Business Plan Secrets and Strategies
Author: Rhonda Abrams
ISBN-10: 1933895462
Publisher: The Planning Shop; 6th edition (June 12, 2014)

A third book is suggested but not required:

Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist
Authors: Brad Feld and Jason Mendelson
Publisher: Wiley; 3rd edition (December 12, 2016)
ISBN-10: 1119259754

You may buy a used/earlier edition of either book, but you will be responsible for figuring out differences in page numbers, chapter numbers, or homework problem details. This should be no problem with a little bit of extra effort because the concepts do not change from edition to edition. Both books should have lifetime value to people interested in starting new businesses.

Other Readings

Internet Research: several assignments require internet research using search engines and websites such as Google, Yahoo Finance, and industry trade associations; no assignments require purchase of paid content.

Additional required and suggested readings and study materials will be posted on “Canvas Files”: see assignments for instructions and due dates.

A “Basic Business Calculations” document is posted on Canvas Files: students are responsible for mastering these calculations using the calculator they will be bringing to class (see “Calculator” below). Knowledge of these calculations is required for tests.
Other equipment / material

Calculator: a basic, non-networked mathematical calculator is required and should be brought to every class for use on pop quizzes. Use of phones and other networked devices as calculators is not permitted.

Students are requested to download the Canvas Lock Down Browser on a wireless network enabled device of their choosing (tablet or laptop) that can access Canvas from the classroom, and bring the device to every class session in order to take quizzes and exams. Paper versions of quizzes and exams will be available for students without enabled devices, but students must come to office hours to review results.

Scantrons: every student should bring at least one narrow form 882 (100 question) Scantron to class for each major test, in case they choose to take the paper version or the Canvas interface is not working.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally nine hours per week for a 3 unit class), including preparing for class, participating in course activities, completing assignments, and so on.

TEAM PROJECT: Several homework assignments require student teams to meet physically or virtually outside class hours. Each team is responsible for setting meeting schedules and formats consistent with its members’ commuting, work and family obligations; therefore these obligations will not be acceptable excuses for lack of participation or contribution by any team member. Team assignments count for up to approximately 40 points.

PRESENTATIONS: Every student is responsible for making 1-3 graded verbal presentations to the class: discomfort with public speaking is not an acceptable excuse for not completing these assignments. Accommodations for presentations by registered disabled students will be made if you contact me at the start of the semester as noted below.

HOMEWORK: Homework is assigned for every class: some requires submission and is graded, most is not submitted but will be tested in “homework check quizzes” on the date it is due. No make-ups are available for quizzes. Homework assignments requiring submission must be submitted in the format and by the due date indicated in Canvas. If there is a technical problem submitting homework through Canvas, homework must be submitted in “paper” form at the start of class. No emailed homeworks will be accepted (EXCEPT for presentation powerpoints, which should be emailed to me only IF Canvas is not working). All LATE homeworks must be submitted in “paper” form, and will be subject to a minimum 50% point deduction. Homework requiring an essay or write-up will be graded primarily on content, specifically focusing on a) what you learned and b) how it is relevant to the concepts you are studying in this course. Write-ups must be spell- and grammar-checked and proofread as you would business correspondence being submitted to management or a client; write-ups that contain spelling, grammar, vocabulary usage, or other errors will be subject to a point deduction ranging from 10-50% depending on severity of the issues. Writing help is available from several University resources detailed below; if you wish to learn more about these, see me immediately, do not wait to lose points. ANY form of plagiarism on write-ups will result in a ZERO point score (it will hurt your total course grade) AND it will be reported to the University.

SEGMENT EXAMS: there are 3 segment exams counting for approximately 75 points in total. No make-ups will be given for exams unless there is a documented reason that an unforeseen emergency physically prevented the student from taking the exam; offering a make-up exam, or equivalent point earning opportunity, is at my discretion.
University policy F69-24 at http://www.sjsu.edu/senate/docs/F69-24.pdf states, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class.”

Final Examination

A cumulative, comprehensive final exam will be given on the date set by the University.

Grading Information

Grading will be based on the following, subject to any announced changes:

4 Group Presentations x 10 points each = 40 points (see detail below)
4 Segment Quizzes x 15-25 points each = 60-100 points
4 guest speaker preparation question lists x 3 points = 12 points
4 guest speaker reviews/writeups x 7 points = 28 points
Personal presentation score = 5 points (from powerpoint or elevator pitch presentation)
Miscellaneous homework assignments and homework check quizzes approximately 35-55 points
1 comprehensive Final Exam = 50 points
Total points available = approximately 230-290
Assignments or quizzes may be added or removed at my discretion depending on the pace of learning.

Grading on Group Presentations will be:
2 points for Completeness (contains all required elements)
2 points for Clarity (everybody understands what you’re saying)
2 points for Correctness (numbers calculated properly, assumptions make sense, etc.)
2 points for Format (follows guidelines and looks professional)
2 points for Presentation Delivery (confident, prepared, audible, not dependent on notes; every student does one presentation during the semester, the team rotates who presents. If an individual does not present because there are more than 4 members on the team, that person will do an individual presentation for the Elevator Pitch assignment.)
Individual grades will be based on total team score weighted for individual contributions, as reflected in teammate feedback. Each student typically earns 100% of team points but may be as low as 0% if a student did not participate in the effort. Each student must (a) submit the team presentation powerpoint and (b) submit teammate feedback in order to receive any points for the assignment.

Tests and assignments submitted in paper form are not “handed back”: students are encouraged to come to office hours to review and discuss. Scores and answers on tests taken electronically are available immediately after class; scores and answers for paper assignments are usually available within a week.

NOTE that no Canvas quizzes may be taken outside of a proctored environment unless I specifically approve it in advance in writing. If you take a quiz on Canvas outside an approved proctored environment (the classroom, the AEC lab, or another environment I provide advance approval for) you will be given a zero score. No quizzes in this course are "open book" and it would not be fair to your fellow students who are being proctored.

ALSO NOTE that the ONLY assignments for which a "group submission" is permitted, and required, are the presentation power points. Every other submitted assignment must be your own individual, original work.

Determination of Grades

Grades will be curved based on the performance of all students in my sections of this course this semester. The curve will be published periodically, usually within a week after each Segment Quiz, so that students can gauge
their class standing and take timely action to improve their performance if they choose. No “extra credit” opportunities will be offered to individual students. Late work will be subject to a 50-100% point deduction. “Plus” and “minus” grades will be used at my discretion if I feel they are warranted.

Passage of the Writing Skills Test (WST) or ENGL/LLD 100A with a C or better (C- not accepted), and completion of Core General Education are prerequisite to all SJSU Studies courses. Completion of, or co- registration in, 100W is strongly recommended. A minimum aggregate GPA of 2.0 in GE Areas R, S, & V shall be required of all students.

Classroom Protocol

Class will be conducted with professional business meeting protocol. Disruptive, distracting, disrespectful, or unsafe activity will not be tolerated, and will result in expulsion from the classroom, grade point deduction, or both.


University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at  http://www.sjsu.edu/gup/syllabusinfo/.

Dropping and Adding

Add priority will be given to (a) Entrepreneurship majors and (b) Graduating seniors, unless other priorities are assigned by the University. You must attend the first 3 class sessions in order to be eligible for an add code.

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter.

SJSU Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at http://www.sjsu.edu/counseling.
Lucas College and Graduate School of Business:

Mission: We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.