

The logo for OMNE, featuring a stylized 'O' with a circular arrow inside, followed by the letters 'MNE' in a bold, sans-serif font.

NEW VENTURE FINANCING SYLLABUS

Content by
My New Enterprise

In partnership with
MyEducator.com

New Venture Financing

Instructor:

Office:

Phone:

Email:

Office hours:

Course Materials

Students will purchase online learning materials which include readings, videos of entrepreneurs, assessment tools, planning exercises, a pre-exam, quizzes and a final exam hosted on [MyEducator.com](#) (course link to be provided).

Course Overview:

In this course, you will learn how to form a new business entity, fund your startup, and create a long-term financing plan. The venture you will work on can be a new product, a new service, a new company, a new division of an existing business, or a new nonprofit organization. It can be a company you already own or one you have started working on in a previous class. The important thing is, you are going to learn how to manage important legal issues, and fund the development and growth of a new venture that will solve a problem, add value, and make life better for a group of customers.

The knowledge and skills you develop during this course will help you throughout your career. Even if you are not planning to start a new business, branding and marketing skills can benefit all types of organizations: large corporations, educational institutions, governments, and non-profit entities. As you develop new venture leadership skills you can make great things happen in any organization.

Course Objectives:

1. To learn to form the right business entity.
2. To assess your intellectual property.
3. To learn to bootstrap your business.
4. To understand debt financing.
5. To understand equity financing.
6. To create a long-term funding plan.
7. To understand key financial ratios.
8. To create your financial projections.

Course Grading:

You will receive a grade in this course based on how you perform in the following areas:

1. **Written Answers:** You will provide written answers in each unit in this course. These answers will form the basis for the funding strategy you will develop for your new venture.
2. **Unit Quizzes:** At the end of each unit you will take a brief quiz to see how well you understand the material that has been covered.
3. **Final Exam:** At the beginning of the course you will take a pre-assessment to determine what you already know about funding new ventures. This assessment will not be graded. At the end of the course you will retake this assessment and it will be graded.
4. **Written Paper:** You will describe your new venture and your funding strategy in a final paper which will be 8 to 10 pages in length including cover page and any tables or graphs you include. Most of the content for this paper can be taken from the written answers you provide in the units. Your paper will be due during test week for the semester.

Grades for the course will be given based on the following scale:

- 94 to 100 Percent = A
- 90 to 93 Percent = A-
- 87 to 89 Percent = B+
- 84 to 86 Percent = B
- 80 to 83 Percent = B-
- 77 to 79 Percent = C+
- 74 to 76 Percent = C
- 70 to 73 Percent = C-
- 60 to 69 Percent = D
- Below 60 Percent = F

Course Schedule (optional schedule based on a 14 week class)

- Week 1: Introduction to professor and class members
- Week 2: Unit 1 - Introduction to New Venture Financing & Pre-Assessment
- Week 3: Unit 2 - Forming the Right Business Entity
- Week 4: Unit 3 - Assessing Your Intellectual Property
- Week 5: Unit 4 - Bootstrapping Your Business
- Week 6: Unit 5 - Funding with Debt Financial
- Week 7: Unit 6 - Funding with Equity Financing
- Week 8: Unit 7 - Creating Your Long-Term Funding Plan
- Week 9: Unit 8 - Understanding Key Financial Ratios
- Week 10: Unit 9 - Creating Your Financial Projections
- Week 11: Unit 10 - Summary of Course: final paper and exam
- Week 12: Class presentations and/or final exam
- Week 13: Class presentations and/or final exam
- Week 14: Class presentations and/or final exam

Course Outline:

Unit 1: Introduction to New Venture Financing

- a. Introduction to Course (Video)
- b. Grading for the Course (Written)
- c. Pre-Assessment (Exam)

Unit 2: Forming the Right Business Entity

- a. Introduction to Unit (Video)
- b. Managing Initial Legal Issues (Written)
- c. Introduction to Business Entities (Video)
- d. Types of Legal Structures for New Businesses (Video)
- e. What is a Sole Proprietorship? (Video)
- f. What is General Partnership? (Video)
- g. What is a Limited Liability Company? (Video)
- h. Corporate Structures You May Use Later (Video)
- i. Choosing Your Business Entity (Written)
- j. Entrepreneur Video (Alan Hall)
- k. Assessment for Unit (Quiz)

Unit 3: Assessing Your Intellectual Property

- a. Introduction to Unit (Video)
- b. What is Intellectual Property? (Video)
- c. Types of Intellectual Property (Written)
- d. What are Trademarks? (Video)
- e. Trademark Exercise (Written)
- f. What are Patents? (Video)
- g. Patent Exercise (Written)
- h. What are Copyrights? (Video)
- i. Copyright Exercise (Written)
- j. What are Trade Secrets? (Video)
- k. Trade Secret Exercise (Written)
- l. Entrepreneur Video (Stephen Sullivan)
- m. Assessment of Unit (Quiz)

Unit 4: Bootstrapping Your Business

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss the Concept of Bootstrapping (Video)
- c. Strategies for Bootstrapping Your Business (Written)
- d. Creating Your Bootstrapping Strategy (Written)
- e. Entrepreneur Video (Kate Maloney)
- f. Assessment for Unit (Quiz)

Unit 5: Funding with Debt Financial

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Funding with Debt (Video)
- c. Various Sources for Debt Financing (Written)
- d. Key Criteria for Securing Loans (Written)
- e. Creating a Debt Financing Plan (Written)
- f. Entrepreneur Video (Jeff Wester)
- g. Assessment of Unit (Quiz)

Unit 6: Funding with Equity Financing

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Equity Financing (Video)
- c. Sources of Equity Financing (Written)
- d. Creating an Equity Funding Plan (Written)
- e. Entrepreneur Video (Shark Tank Video at USU)
- f. Assessment of Unit (Quiz)

Unit 7: Creating Your Long-Term Funding Plan

- a. Introduction to Unit (Video)
- b. Entrepreneurs Discuss Creating a Long-Term Funding Plan (Video)
- c. Stage 1: Developing Your Product or Service (Written)
- d. Stage 2: Proving Your Business Model (Written)
- e. Stage 3: Scaling Your Business (Written)
- f. Entrepreneur Video (Nicole Campos)
- g. Assessment of Unit (Quiz)

Unit 8: Understanding Key Financial Ratios

- a. Introduction to Unit (Video)
- b. Experts Talk about Key Financial Ratios
- c. Calculating Your Cost of Goods
- d. Calculating Your Gross Margin
- e. Calculating Your Profit Margin
- f. Calculating Return on Investment
- g. Entrepreneur Video (Gary Hammerslag)
- h. Assessment of Unit (Quiz)

Unit 9: Creating Your Financial Projections

- a. Introduction to Unit (Video)
- b. Experts Talk about Income Statements (Video)
- c. The Sections of an Income Statement (Written)
- d. Creating Your Three Year Projections
- e. Entrepreneur Video (Jorge Fierro)
- f. Assessment of Unit (Quiz)

Unit 10: Summary of Course

- a. Summary of Overall Content (Video)
- b. Final Assessment for Course (Exam)
- c. Final Paper for Course (Written)

Feel free to contact your instructor for this course with any questions or concerns you may have.
Good luck learning the skills of entrepreneurship