

BUS G158: RAISING MONEY TO START OR GROW A BUSINESS

Item	Value
Curriculum Committee Approval Date	04/20/2021
Top Code	050640 - Small Business and Entrepreneurship
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course is designed to help enable those who will be launching their own businesses to get funding they need to succeed. This course includes understanding new business financing needs and the various options available to prospective business owners including a practical guide to drafting financial documents needed to obtain funding. Funding topics include crowdsourcing, bootstrapping, loans, and equity financing. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Evaluate various methods of financing a business including self funding, debt financing, equity financing, and crowd funding.
3. Identify the importance of credit building and management.

Course Objectives

- 1. Describe bootstrapping a business.
- 2. Summarize business loans and the role of the Small Business Administration.
- 3. Describe the process of obtaining venture capital.
- 4. Identify the importance of credit building and management.
- 5. Apply financial planning basics of starting a business.
- 6. Evaluate fundamental financial statements, including a balance sheet, income statement, and cash flow statement.

Lecture Content

Bootstrapping and Crowdfunding Limiting expenses during discovery/ early stages of business Bootstrapping methods Crowdfunding options Loans and Credit Developing business credit Credit scores Debt financing SBA-backed loans Equity Investors and Venture Capital Advantages and Disadvantages of equity capital Process of gaining venture capital Risk/Reward for investors Funding sources Equity Investors Overview Advantages and disadvantages of equity financing Loans, Grants, and

Credit Worthiness Sources of debt financing and other sources Financial Planning for the new business Startup costs Balance Sheet Income Statement Cashflow Statement Financial projections Break-even analysis The Funding Pitch Contents of a funding pitch Understanding your audience, the investors The elevator pitch The funding presentation

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, Discussion, and Project Activity Presentation material/slides Reading assignments from handouts and/or text book.

Reading Assignments

Online resources Presentation slides

Writing Assignments

Financing/Funding Plan preparation.

Out-of-class Assignments

Weekly reading Online research

Demonstration of Critical Thinking

Ability to understand financing needs for a business and identify the advantages and disadvantages of various financing/funding options.

Required Writing, Problem Solving, Skills Demonstration

Ability to prepare a financing/funding plan and corresponding presentation.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Other Resources

1. Instructor developed resourcesHP Life - Financial BasicsOnline resources (e.g., www.sba.gov)