

**Fayetteville State University**  
**School of Business and Economics**  
**Department of FEEM**  
**Finance 315 – Entrepreneurial Finance**

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto:username@uncfsu.edu)) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU email may be found at

<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

**II. Course Description:** This course provides an understanding of the financial structure of a small business and helps prepare the individual to become more aware of all the aspects of planning, researching, and utilizing their finances for their small businesses more effectively. Content areas covered in this course include banking, capital raising, planning and budgeting and taxation. Prerequisites: FINC 311.

**III. Disabled Student Services:** In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1<sup>st</sup> Floor); 910-672-1203.

**IV. Textbook:**

Adelman, Phillip J., and Marks, Alan M., *Entrepreneurial Finance*, 5rd Edition, Pearson Prentice-Hall, (2009). ISBN: 013502529X.

This is a web-enhanced course and requires students to access the course's Blackboard site.

**V. Student Learning Outcomes:**

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

1. Understanding the financial aspects of running a business.
2. Understand the core financial aspects of business entrepreneurship.
3. Discuss sole proprietorships, partnerships, limited liability companies, and private corporations.
4. Understand key financial topics such as financial statements and break-even analysis.
5. Understand working capital management.
6. Discuss how to finance a small business.
7. Conduct a professional oral presentation of a business idea.
8. Use Excel effectively for financial planning and forecasting.

**VI. Course Requirements and Evaluation Criteria:**

A. Grading scale and interpretation of letter grades:

Grading symbols and numerical equivalents:

A	92 to 100%
B	83 to 91%
C	73 to 82%
D	64 to 72%
F	63% and below

B. Attendance Requirements:

1. Students are advised to attend all classes.
2. Students are responsible for finding out from classmates what went on in a class in which they were absent.
3. Note that mere absence from class does not constitute withdrawal. It is your responsibility to complete the necessary paperwork if you intend to withdraw from the class.

C. Graded Assignments:

1. Exams: There will be three semester exams. All exams are cumulative, though more emphasis is generally given to new material. Exams are designed to test your understanding of facts, concepts, and problem-solving methods. A clear understanding of the material is required to do well on the exams. Exams will cover the the material from the chapters in the textbook, the projects, and any other material that the instructor may discuss in class. Students can bring one 4 by 6 inch index card and write anything they like on both sides of the card for each exam.

No makeup tests will be given unless a student has a legitimate excuse for missing a test, in which case a special makeup will be given. Excuse for any missed test must be presented to the instructor before the student misses a test and then provide me the official note of excused absence in support of your excuse. If a student thinks that the instructor has made a mistake in grading an exam, the student has up to one week after the exams are returned to bring this to the instructor's attention during office hours.

2. Homework assignments: Homework problems and questions are provided to help students master the material and to prepare them for exams. Some assignments will also give students the opportunity to exercise and enhance their written and oral communications skills. Each student is expected to work through all assigned problems. It is not possible for a student to obtain a passing grade in the course without having gained substantial understanding of the material contained in the homework assignments. Homework will be counted toward the final grade. To receive credit for an assignment, papers must be turned in at or before class time on the due date. Students who will be absent from class should submit their homework papers by email, give the paper to a classmate to submit for them, or mail the paper to the department office, postmarked by the due date.

3. Projects: there will be three projects in the course. The first project will be an individual exercise to demonstrate Excel competency. The second project will be a group case study involving a small firm that will also utilize Excel. The third project will consist of a business plan that must be presented to the class. Students may choose to complete the business plan either individually or as part of a two-person team.

D. Value of Each Assignment:

First Exam	20%
Second Exam	20%
Third Exam	20%
Project 1	5%
Project 2	10%
Project 3	15%
Homework Assignments	10%

E. Policy on Missed or Late Assignments:

1. Students who are going to miss an exam due to an emergency must notify the instructor by phone or e-mail before the scheduled exam time (leave a message). In addition, official documentation of the student's university-approved excuse must be provided. If these criteria are met, a special make-up exam will be given.
2. No other make-up policy is in effect.

F. Student Behavior Expectations:

The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.

4. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not carry on private conversations while class is being conducted.

**Consequences for Failing to Meet Behavioral Expectations:** If a student consistently acts in a way that makes it difficult for other students to learn, then I will bring the problem to the student's attention. If the problem continues, the student can be reported to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.

**VII. Academic Support Resources:** University College Learning Center

**VIII. Course Outline and Assignment Schedule:**

Chapter 1:	Financial and Economic Concepts
Chapter 2:	Financial Management and Planning
Chapter 3:	Financial Statements
	Project 1: Tuesday, February 8th Homework Assignment 1: Tuesday, February 8th Exam 1: Thursday, February 10 <sup>th</sup>
Chapter 4:	Analysis of Financial Statements
Chapter 5:	Profit, Profitability and Break-Even Analysis
	Homework Assignment 2: Tuesday, March 22 <sup>nd</sup> Project 2: Tuesday, March 22 <sup>nd</sup> Exam 2: Thursday, March 24 <sup>th</sup>
Chapter 6:	Forecasting and Pro Forma Financial Statements
Chapter 7:	Working Capital Management
	Project 3: Materials due Tuesday, April 26 <sup>th</sup> . Presentation dates to be announced. Homework Assignment 3: Tuesday, April 26 <sup>th</sup> Exam 3: Thursday, April 28 <sup>th</sup>

Final Exam Period: time and activities to be announced.

**IX. Teaching Strategies:** Several teaching strategies will be employed in the course, including lectures, class discussions, problem solving demonstrations, student presentations, presentation and discussion of material drawn from the financial press, and in-class tutorials. Students are expected to take an active role in all class activities.

**X. Bibliography:**

Adelman, Phillip J., and Marks, Alan M., *Entrepreneurial Finance*, 3rd Edition, Pearson Prentice-Hall, (2004). ISBN: 0-13-184205-6

Adelman, Phillip J., and Marks, Alan M., *Entrepreneurial Finance*, 4rd Edition, Pearson Prentice-Hall, (2007). ISBN: 0-13-243479-2

Brealey, Richard A., Stewart C. Myers, and Franklin Allen, *Principles of Corporate Finance*, 2011, McGraw-Hill Irwin, New York, ISBN: 978-0-07-353073-4.

Gitman, Lawrence J., *Principles of Managerial Finance*, 12<sup>th</sup> Edition, Pearson Prentice Hall (2009).

Ross, S., Westerfield, R., and J. Jaffe. *Corporate Finance*, 7<sup>th</sup> Edition, McGraw-Hill Book Co, (2005).