

Course: ENTR 7337

Session: SPRING 2018

Class: 16550

Class Schedule: Tu 6:00pm-9:00pm

Room: MH 365A

Course Credit: 3 Hours

Instructor: Neal Murthy, Lecturer – Wolff Center for Entrepreneurship

Office Hours: Tue 5:00pm-6:00pm and after class or by appointment, UCBB 402L

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Note: If sending an email, please identify yourself in the subject line along with class number

Course Description

The purpose of this course is to provide the tools, skills, and judgment you need to supply your business with the right amount of external funding at the right time on the right terms. This course introduces the concepts of understanding of undergoing strategic planning for your business - including the usage of interlinked roadmaps - and understanding the appropriate financial sources for funding the business at various stages of development.

Throughout this course you will learn about strategic entrepreneurship and finance from a variety of perspectives communicated through an active discussion between the students and the instructors. The stories and discussions will help you explore possible paths for building your own successful career.

The course structure consists of four principal modules, as follows:

- **Preliminaries:** Basics relating to fundraising and financing
- **Fundraising Tactics:** In-depth look into individual fundraising methods/capital structures
- **Preparation for Approach:** Understanding how these pieces can effectively be connected to succeed at fundraising
- **Presentation:** Development of fundraising pitch/presentation

Course Materials

This course requires no textbook, but weekly assignments are assigned from *Harvard Business School Publishing* (<https://hbr.org/store/case-studies>). These cases generally have an individual cost of \$8-15. You are required to complete all cases assigned.

About Your Instructor

Neal Murthy is an experienced entrepreneur, consultant, and investor. Neal has a wide array of experience in a variety of technology and social ventures and has direct experience in guiding early-stage companies to success, including as a participant in several start-up exits. Neal co-founded the technology firms The Nefer Group and Intellihence, as well as the startup consultancy Indalo Solutions, the latter of which has provided strategic advisory services to over 400 start-ups globally. More recently, Neal has founded Nefer Games and a non-profit organization, Innacbo.

Graded Course Elements

You will learn through a combination of in-class discussions, take-home assignments, and a semester-long project. Your final grade will depend on your performance on these items:

- **Project (50%):** The vast majority of your grade will be fulfilled through the completion of a major project conducted through multiple phases throughout the course, each of which will culminate in a written report. The total project will culminate in a final written proposal. In general, you will each engage with one entrepreneurial venture based in the Houston area and assist them in the development of appropriate fundraising strategy and corresponding documentation development. As a result, your team will be required to engage in conversation with (generally) the founders/executives of the company of your choice.

More details shall be provided as the project unfolds over the course of this semester. Neal Murthy and guest lecturers shall provide advice, their networks, and other resources in their personal ecosystems, at their discretion; please do not hesitate to ask for help.

- **Case Studies (40%):** These are individual take-home assignments intended to challenge you to examine and understand elements of entrepreneurial capital. Each assignment consists of reading a *Harvard Business School Publications* case study, followed by a series of questions. We will also discuss the case studies in-class, so you are required to be prepared to contribute intelligently and informedly to these discussions. You will be required to complete all assignments provided, for a total of 40%. Case studies are generally due by class time on the class day following the assignment date.
- **Attendance and Class Participation (10%):** The in-class sessions are conducted in a discussion format; this necessitates participation from the student body. As such, both attendance and in-class participation are required; attendance alone is insufficient to receive full credit for this grading component.

Overall grading scale for the class will be as follows (final numerical grades are rounded to the nearest whole number):

A = 94-100	A- = 90-93	B+ = 87-89	B = 84-86
B- = 80-83	C+ = 77-79	C = 74-76	C- = 70-73
D+ = 67-69	D = 64-66	D- = 60-63	F <= 59

Bauer College Learning Goals

Learning Goal	Course Expectations
Working Knowledge of Ethics and Legal Compliance	You will be required to demonstrate awareness through fulfillment of project objectives
Disciplinary Competence	You will be required to demonstrate an understanding of basic business concepts – both previously and newly acquired – in-class and through assignments/projects
Communication Skills	You will be expected to demonstrate communication competence through writing and oral communication
Critical Thinking	You will be expected to critically think through various situations, in-class and through assignments/projects

Course Schedule

Week of	Learning Module	Concept Topic
15-Jan	Freak Winter Storm - No Class	
22-Jan	Preliminaries	Introduction to Course Introduction to Strategic Thinking
29-Jan	Preliminaries	Strategic Thinking Roadmaps
02-Feb Make-up	Preliminaries	Capital structure Financial projections
05-Feb	Preliminaries	Time Value of Money Valuation and Risk
12-Feb	Fundraising Tactics	Introduction to fundraising strategies Structure of investment
19-Feb	Fundraising Tactics	Debt financing Alternative financing
26-Feb	Fundraising Tactics	Seed-stage investment
05-Mar	Fundraising Tactics	Later-stage investment
12-Mar	Spring Break - No Class	
19-Mar	Preparation for Approach	Business plan development
26-Mar	Preparation for Approach	Identifying sources
02-Apr	Preparation for Approach	Legal materials for fundraising
09-Apr	Preparation for Approach	Anticipating pushback
16-Apr	Presentation	Pitching and presenting 1
23-Apr	Presentation	Pitching and presenting 2
30-Apr	Dead Week- No Class (Tentative)	
07-May	Final Presentations (Tentative)	

Class and University Policies

Assignment Submissions

In general, assignments of all types must be submitted by the stated deadline (date and precise time) via Blackboard. This is true even if Blackboard malfunctions for you (unless it is a known issue, affecting everyone). Late assignments - even by one minute - are not accepted. Also, **ALL assignments must be submitted as PDFs**, regardless of the original document/file type. This is to ensure legibility and readability by Blackboard itself. Finally, all assignments should have your name (as it appears on Blackboard/UH student registry) and either Student ID # in the top margin, as well as the assignment name and page number in the bottom margin.

Professionalism

This course requires that you engage with members of the public, which may include but not be limited to private individuals and representatives of businesses and government. You should understand that these interactions reflect, to varying degrees, on your position as a student - and, thus, a representative - of the University of Houston. It is expected that, both in-class and outside class, you will act with professionalism, abide by general standard of ethics, and hold information confidential as requested by outside parties.

Class Attendance

As noted previously, attendance and class participation are mandatory.

Citations and Academic Honesty

When appropriate, per generally-accepted guidelines, you are required to cite your sources or otherwise provide identification/credit in your written assignments. Generally, a first offense will result in a warning with subsequent offenses receiving a cut in grade on the assignment; the specific consequences will be at the discretion of the instructor in all cases. Note that violations of the Academic Honesty policy (see below) will be dealt with in the strictest manner.

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. This policy is included in the Student Handbook, which can be downloaded at uh.edu/dos/publications/handbook.php. Students are expected to be familiar with this policy. Pay particular attention to the list of behaviors that are considered academic dishonesty in Section 3.02 Academic Dishonesty Prohibited.

Cell Phones and Internet Usage

Your cell phones are to be turned off for the entire class; no usage, including email, texting or other usage is permitted during class. Internet browsing, e-mail, or any other laptop usage not in line with class materials or discussion topics is specifically not permitted during class time. Violations of this policy may result in a grade cut, at the discretion of the instructor.

Drop Policy

It is the responsibility of the student to know published drop dates and to act on those dates, as necessary or desired.

Course Evaluations

The C.T. Bauer College of Business requires all its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. Students are encouraged to provide feedback to instructors through the evaluation process.

Accommodations for Students with Disabilities

The C.T. Bauer College of Business adheres to all applicable federal, state, local laws, regulations and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities should register with the Center for Students with Disabilities (CSD) (713.743.5400) and present approved accommodation documentation to their instructor(s) in a timely manner.

Availability of Counseling Services

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html

Campus Carry Policy

Beginning in the Fall of 2016, legally licensed students are authorized by the state to carry concealed weapons in University buildings. [The relevant rules are here: www.uh.edu/police/campus-carry/faq.html](http://www.uh.edu/police/campus-carry/faq.html).