



Financing Your Own Business Undergraduate Course Information Guide

Course Number: BADM 271, 2 credits, 5 Weeks
Delivery Formats: Online Async

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Course Description

This course will cover the various sources of capital that might be available to start and grow a small business. Students will learn the phases of new businesses: startup phase; pre-seed; seed stage; series financing; growth capital; mergers and acquisitions (M&A); and initial public offerings (IPO). Alternative finance methods will be explored including debt financing, equity financing, and mezzanine capital for example. Sources of financing will be explored including: founders; friends and family; employees; venture capitalists; banks; suppliers; customers, and personal asset leverage. The tools, techniques and process students learn in this class can also be applied to not only start-ups, but financing a franchise or a consulting business. This course will allow students to assume the roles of entrepreneurs and investors in a role-play exercise to negotiate capital investments.

Learning Outcomes

After completing this course, you will be able to:

- Assess the risks of private investment of personal resources and loans.
- Identify the roles of various types of early-stage investors during business development.
- Discuss the process of attracting and gaining commitment from investors.
- Explain the process of business valuation and stock ownership.
- Compare debt to equity financing.

Learning Strategies and Resources

This course presents an introduction to financing options for small entrepreneurial businesses. Students will gain knowledge of the various financing options for the development and operational stages of small businesses.

The course will include recorded lectures, readings, and videos covering the various topics. Quizzes and short graded papers will ensure learning of the concepts. On completion of this course, students should be able to identify financing opportunities, evaluate risks, and apply finance models to specific scenarios.

Required Readings

"Fundamentals of Business" by Stephen J. Skripak

Download this book for free at the DePaul library (iShare)

Other course material including lectures, videos, readings and assignments will be available on D2L.

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

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Learning Deliverables

Discussions: Discussions are an essential component of this course. The discussions in this course are designed to be back-and-forth conversations between you and your classmates.

Quizzes: Each module will include a quiz for material covered in that module. Concepts from the text and lectures will be included.

Short Papers: There will be several short papers in this course. Each will be judged according to a customized rubric.

Final Project: The final project is a negotiation for financing of your hypothetical business. The first step is for the founder with a simulated business concept and support from family and friends, to simulate making initial investments, develop a minimal viable product or service offering, and launching it. With assumed, the student then seeks financing support from angel investors. As the angels agree to invest, they become part of the team. Finally, the founder/angel team negotiate with a simulated professional investor for more significant financing.

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Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	40%
Quizzies	20%
Paper Assignments	10%
Final Projects	30%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week and Module Title or Theme	Readings / Activities	Graded Assignments
Week 1, Module 1: Foundations	Chapter 2 - The Foundation of Business Lecture One - The Purpose of a Business and How it Works	Module One Discussion Quiz One

Week 2, Module 2: Economics	Chapter 3 - Economics and Business Lecture Two - The Conditions for Starting a Successful Business	Module Two Discussion Quiz Two Paper Assignment
Week 3, Module 3: Entrepreneurship	Chapter 7 - Entrepreneurship: Starting a Business Lecture Three - Entrepreneurial Characteristics	Module Three Discussion Quiz Three
Week 4, Module 4: Pricing	Chapter 15 - Pricing Strategy Lecture Four - Focus on Delivering Value and Earning a Reward	Module Four Discussion Quiz Four Paper Assignment
Week 5, Module 5: Financing	Lecture Five - Negotiate Financing for Your Business	Final Project

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Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

Credit for Prior Learning

Students whose home college is SCPS that have not transferred more than 99 credit hours from community college or exam credit, and have not reached 132 credit hours toward graduation may qualify for prior learning credit. If you have prior knowledge you think may be equivalent to the learning outcomes of a SCPS course, you can contact the Office of Prior Learning Assessment at scpspla@depaul.edu or the [PLA website](#) for information on how to submit a proposal to use Prior Learning Assessment (PLA) credit for a nominal fee in lieu of regular tuition as an alternative to completing a course.

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

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