

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM10 MBM5SESM10 MFB5SESM10
Course Title	Seminar on Start-up Finance

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Classify sources of start-up finance;
2. Analyze suitable financing options for a venture;
3. Formulate financial statements required for a proposal.

Syllabus

Teaching Hours

Unit I: Assessing Financing Options <ul style="list-style-type: none"> • Types of start-up funds • Bootstrapping • Challenges of raising start-up capital 	05
Unit II: Selecting Source of Finance <ul style="list-style-type: none"> • Choosing the right source of funds • The entrepreneur - investor “fit”: Choosing the right investor for one’s business • Tools and frameworks for selecting the right fund and investor 	05
Unit III: Preparation for Funding Proposal <ul style="list-style-type: none"> • Financial statements essential for start-ups • Funding institutions • Exercises on financial analyses • Applying for a funding proposal 	05

Suggested Readings:

1. Feld, B., & Mendelson, J., Venture deals: Be smarter than your lawyer and venture capitalist. John Wiley & Sons.
2. Cremades, A., The art of startup fundraising: pitching investors, negotiating the deal, and everything else entrepreneurs need to know. John Wiley & Sons.