



Financing New Venture/ENTR 320

Semester – Spring 2025

Course Modality:

This is an online course, which will be conducted fully online, asynchronously via Canvas. For more information on using Canvas and other supported learning tools, visit the IST Service Desk [Knowledgebase](#).

Instructor Information

Instructor	Email	Office Hours
Nitin Jain	nitin.jain@njit.edu	To schedule an appointment for a one-on-one meeting, please send me an email.

I will respond to all emails/Inbox messages within 24 hours. Allow a week for feedback on submitted assignments such as quizzes, project deliverables, assignments, and discussions.

General Information

Course Description

Prerequisite: ENTR 410 or [ENTR 210](#). This course teaches students how to estimate the funding required to bring an innovation to market, how to secure such funding, and how to track the venture's progress through financial metrics. The course covers the entire life cycle of new ventures, from bootstrapping through growth to harvesting.

Prerequisites/Co-requisites

Prerequisite: ENTR 410 or [ENTR 210](#).

Course Learning Outcomes (CLO)

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

- CLO 1. Apply entrepreneurial finance concepts and quantitative methods to analyze a startup opportunity.
- CLO 2. Identify the goals and priorities of both entrepreneurs and funders in funding a company.
- CLO 3. Conduct market research in order to understand the larger market context that a startup is operating within and present that information to guide and shape the startup.
- CLO 4. Evaluate the sources of funding along each stage of development of a startup, from initial development through a public offering.
- CLO 5. Practice the concepts and methods for valuation using the tools that you will learn.
- CLO 6. Assess risks by modeling risk scenarios and then understanding how these risks will impact the Pro Forma Financial Statements.
- CLO 7. Write clear and concise prose explaining new venture finance plans.

Please note: Each module will have module-level learning outcomes mapped into the course learning outcomes listed above and be listed as MLO#: accordingly.

Course Materials

1. Textbook: Entrepreneurial Finance by Smith, Smith and Bliss, Stanford University Press 2019 Hardcover ISBN: 9781503603219 eBook ISBN: 9781503609129
2. Additional Materials provided on canvas.njit.edu course site

Grading Policy

[NJIT Grading Legend](#)

Final Grade Calculation

Final grades for all assignments will be based on the following percentages:

Quizzes	10%
Discussion Forums	20%
Exercises/ Learning Activities	20%
Projects Deliverables	50%

Course Work

Quizzes: (10% of grade) There will be frequent multiple choice/matching quizzes throughout the course. They are meant to help you practice course concepts.

Discussion Forums: (20% of grade) You are expected to participate in weekly discussion forums in Canvas. When all students participate in a discussion, it creates an active learning environment that will help you better understand the materials and be more successful in the class. Unless specifically identified otherwise, you will post your initial response to the prompt by Sundays at 11:59pm and respond to two classmates by the **following** Tuesday by 11:59pm of the week they are listed.

Exercises/Learning Activities: (20% of grade) Assignments will be given weekly to give you an opportunity to apply course concepts for that week. Similar to quizzes, these activities are designed to help you practice and prepare for the projects.

Projects: (50% of grade) There will be projects with regular milestones. You will have opportunities to iterate and revise your work based on peer and instructor feedback.

Project Deliverables:

- Complete the BMC
- Big Picture Market Research Part 1 (Research Document)
- Big Picture Market Research Part 2 (Video Presentation)
- Reality check your REV
- Complete at least Years 1-2 of the Pro Forma
- Complete the REV for Years 1-3 and Create a Valuation
- Create a Pitch Deck Part 1 (slide deck)
- Create a Pitch Deck Part 2 (video presentation)
- Offer Investment to a Startup

Feedback

I will deliver feedback on each assignment using the comments feature in Canvas. Allow up to a week for feedback on submitted assignments. This feedback will be provided in Canvas.

Letter to Number Grade Conversions

A	B+	B	C+	C	D	F
90-100	85-89	80-84	75-79	70-74	65-69	0-64

Exam Information and Policies

This course does not have any exams. Per the NJIT [Online Course Exam Proctoring Policy](#), this course will use authentic assessment, meaning you will be assessed and graded on your ability to deliver real-world outputs as well as your participation and feedback to other students.

Policy for Late Work

This is probably the most important thing in the syllabus. If you are going to be late then tell me **before the assignment is due**. Late assignments will always be marked down a grade a day and will be significantly marked down if you don't let me know ahead of time (and I reserve the right to not grade them at all, if you didn't tell me ahead of time). I don't need to know the reason why it will be late. Just tell me it will be late and when you expect to deliver it by. Don't make me chase you! I am way too busy to do so. I need you to be respectful so that I can plan when I do my work. If you have extenuating circumstances, please contact the Dean of Students.

Academic Integrity

"Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the [NJIT academic code of integrity](#)

[policy.](#)

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu"

Netiquette

Throughout this course, you are expected to be courteous and respectful to classmates by being polite, active participants. You should respond to discussion forum assignments in a timely manner so that your classmates have adequate time to respond to your posts. group think, is the death nail of any new startup. Professionally, you should learn to value and seek out people who think differently than you. This is a great opportunity to practice this skill.

Weekly Expectations

The course is organized by 7 modules. Each module will run for 2 weeks. Each week, students must watch a lecture video, complete a reading assignment, and participate in a class discussion forum by the due dates listed below. There will be project deliverables almost every module. Many assignments are going to be group projects where you will be working in teams of 3-4 students. See the full list above under "Projects."

Course Schedule

Weeks	Modules	Assignments Due
1-2	Module 1: Introduction to New Venture Financing (Week 1-2; Jan 21 to Feb 2)	Discussion Forums: <ul style="list-style-type: none"> • Introduce Yourself! • Groups formation- pre work • Easiest Way to Earn \$1 Million • Discussion: Journal your views about entrepreneurship • Module 1 Discussion: Reflect and Post on When Guiding Principles of Financial Decisions Are Not True Submissions (Exercises/ Learning Activities; Project Deliverables): <ul style="list-style-type: none"> • Project Groups formation- pre work • Project Groups formation- Finalize • Business Concept (Group Assignment)
3-4	Module 2: Business Model Canvas (BMC) (Week 3-4; Feb 3 to Feb 16)	Quizzes: <ul style="list-style-type: none"> • Overview to the SEC Quiz • Angel Investing Quiz • Early Stage Funding Sources Quiz Submissions (Exercises/ Learning Activities; Project Deliverables): <ul style="list-style-type: none"> • Unique Value Proposition and Customer Segment of BMC (Group Assignment) • Total Personal Capital Analysis (Group Assignment) • Complete the BMC (Group Assignment; Project Deliverable)
5-6	Module 3: Investor Perspectives and Understanding the Big Picture (Week 5-6; Feb 17 to Mar 02)	Quizzes: <ul style="list-style-type: none"> • Methods of Valuation Quiz Discussion Forums: <ul style="list-style-type: none"> • Module 3 Discussion Submissions (Exercises/ Learning Activities; Project Deliverables): <ul style="list-style-type: none"> • Big Picture Market Research Part 1- Research Document (Group Assignment; Project Deliverable) • Big Picture Market Research Part 2- Video Presentation (Group Assignment; Project Deliverable) • Big Picture Market Research Part 3- Industry Comparables (Group Assignment) • Big Picture Market Research Part 5- Processing Feedback (Group Assignment)

7-8	Module 4: Methods of Valuation and Reverse Engineering a Valuations (Week 7-8; Mar 03- Mar 16)	<p>Quizzes:</p> <ul style="list-style-type: none"> • The Technology Adoption Curve Quiz • Simulation Strategies Quiz • Methods of Valuation and the REV Spreadsheet Quiz <p>Submissions (Exercises/ Learning Activities; Project Deliverables):</p> <ul style="list-style-type: none"> • Complete the REV for Years 1-3 and Create a Valuation (Group Assignment; Project Deliverable) • Reality Check Your REV (Group Assignment; Project Deliverable)
9-10	Module 5: Creating a Pro Forma and Modeling Risk (Week 9-10; Mar 24 to Apr 6)	<p>Discussion Forums:</p> <ul style="list-style-type: none"> • Have a Debate with ChatGPT about Your Forecasts (Group Assignment) • Module 4 Discussion: Share Your Perceptions of AI as a Collaboration Tool • Module 5 Discussion: Easiest and Hardest Sections of the Pro Forma <p>Submissions (Exercises/ Learning Activities; Project Deliverables):</p> <ul style="list-style-type: none"> • Update the REV Based Upon feedback (Group Assignment) • Complete at least Years 1-2 of the Pro Forma (Group Assignment; Project Deliverable)
11-12	Module 6: Mid Stage Financing and Pitch Decks (Week 11-12; Apr 7 to Apr 20)	<p>Quizzes:</p> <ul style="list-style-type: none"> • Mid-Stage Financing Quiz <p>Discussion Forums:</p> <ul style="list-style-type: none"> • Module 6 Discussion: Discuss Sample Pitch <p>Submissions (Exercises/ Learning Activities; Project Deliverables):</p> <ul style="list-style-type: none"> • Create a Pitch Deck Part 1- Slide Deck (Group Assignment; Project Deliverable) • Create a Pitch Deck Part 2- Video Presentation (Group Assignment; Project Deliverable)
13-14	Module 7: Late Stage Financing, VCs, and Term Sheets (Week 13-14; Apr 21 to May 04)	<p>Quizzes:</p> <ul style="list-style-type: none"> • Late Stage Financing Quiz • Term Sheet Quiz <p>Discussion Forums:</p> <ul style="list-style-type: none"> • Module 7 Discussion: Promote Your Company for Investment (Group Assignment) <p>Submissions (Exercises/ Learning Activities; Project Deliverables):</p> <ul style="list-style-type: none"> • Offer Investment to a Startup (Group Assignment; Project Deliverable)

Additional Information and Resources

Accessibility:

This course is offered through an accessible learning management system. For more information, please refer to Canvas's [Accessibility Statement](#). This course uses Office 365 for some assignments. For information on their Accessibility Statement, please refer to the [Microsoft's Accessibility page](#). This course also uses VoiceThread. For information on their Accessibility Statement, please refer to [VoiceThread's Accessibility page](#).

Requesting Accommodations:

The Office of Accessibility Resources and Services works in partnership with administrators, faculty, and staff to provide reasonable accommodations and support services for students with disabilities who have provided their office with medical documentation to receive services.

If you are in need of accommodations due to a disability, please contact the [Office of Accessibility Resources and Services](#) to discuss your specific needs.

Resources for NJIT Online Students

NJIT is committed to student excellence. To ensure your success in this course and your program, the university offers a range of academic support centers and services. To learn more, please review these [Resources for NJIT Online Students](#), which include information related to technical support.