

Course Code	COM3MN201				
Course Title	Financial Strategy for Start-ups				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of accounting concepts and financial statements.				
Course Summary	This course is designed to equip students with the knowledge and skills necessary to effectively manage the financial aspects of their ventures.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Understand the basic foundation on concepts and theories of Financial Management for Entrepreneurs	U	C	Instructor-Created Exams / Quiz
CO 2	Apply time value of money concepts to calculate present and future values of cash flows.	Ap	P	Assignment Examinations
CO 3	Understand the importance of financial management in managing a New Business.	Ap	P	Examination Project Case study
CO 4	Analyze the impact of financial decisions on a company's financial statements and overall financial health.	An	P	Examination Project
CO 5	Analyze real-world financial challenges faced by entrepreneurs	An	P	Examination Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C), # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Introduction to Financial Management		9	15
	1	Financial Management-Definition and scope-Goals and objectives-Role in entrepreneurship	3	
	2	Time Value of Money-Present value and future value concepts Applications in financial decision-making	3	
	3	Calculating the cost of capital-Time value of money applications in financial decision-making	3	
II	Investment Decisions for Entrepreneurs		15	20
	4	Capital Investment Evaluation Methods-Introduction to payback period method	3	
	5	Net present value method	3	
	6	Internal rate of return (simple problems only)	3	
	7	Capital Rationing and Project Selection-Allocating limited resources to projects-Criteria for project selection	3	
	8	Project cost calculation	3	
III	Working Capital Management for Entrepreneurs		11	20
	9	Understanding Working Capital-Meaning and nature-Factors affecting working capital requirement	2	
	10	Determining Working Capital Requirement-(Simple problems only)	3	
	11	Basics of Cash Management	2	
	12	Inventory Management Techniques	2	
	13	Receivables Management	2	
IV	Financial Strategy		10	15
	14	Financial Strategy for Growth- Scaling the business: Financial considerations- Mergers, acquisitions, and strategic partnerships-Exit strategies for entrepreneurs	4	
	15	Introduction to Risk for Entrepreneurs-Types and sources of risk	2	
	16	Risk Management Strategies-Meaning, characteristics, and significance Objectives and principles	2	
	17	Practical Risk Management-Strategies for mitigating risk in entrepreneurship	2	
V	Practicum: It is recommended to conduct the following practical exercises		30	
	1	Case studies:		
		Analyse real-world financial challenges faced by entrepreneurs through case studies		

2	Financial Modeling: Conduct workshops on financial modeling using spreadsheet software.	
3	Group projects: Assign practical exercises to create budgets and financial forecasts for business	
4	Conduct hands-on workshops on financial tools and technologies.	
5	Create financial games that involve financial decision-making.	
6	Organize visits to financial institutions or meet with financial advisors	
7	Conduct seminar, Debate, Discussion relating to the course	

References

1. Cornwall, "Entrepreneurial Financial Management", Laxmi Publications
2. Home, J.C. Van: "Financial Management and Policy". Prentice Hall of India, New Delhi.
3. R. S. Kulshrestha: Financial Management. Sahitya Bhawan.
4. R. P. Rastogi: Fundamentals of Financial Management, Galgotia Publications. New Delhi.
5. Ravi M Kishore: Fundamentals of Financial Management. Tax man Publications.).
6. Battacharya, Hrishikas: Working Capital Management - Strategies and Techniques, Prentice Hall of India, New Delhi.
7. Jeffrey R. Cornwall David O Vang & Jean M. Hartman- Entrepreneurial Financial Management: An Applied Approach 4Th Edition - T&F India
8. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur, 4th Edition, McGraw Hill
9. W. M. Conradie, Welma Fourie, C. M. W. Fourie, Basic Financial Management for Entrepreneurs, Juta Publishers

Mapping of Cos with POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Blooms Level
CO1	3	3	2	3	3	3	2	2	2	2	2	2	2	Understand
CO2	3	2	2	1	3	3	2	2	2	2	2	3	3	Apply
CO3	3	3	3	2	2	3	3	3	2	3	3	3	3	Understand
CO4	3	3	3	3	2	3	3	2	3	3	2	2	3	Analyse
CO5	3	2	3	2	3	2	3	2	3	2	3	2	2	Analyse