

**FINANCE FOR ENTREPRENEURS  
FINANCE 3330 -Spring 2024**

**UNIVERSITY OF TEXAS AT EL PASO**



**Instructor:** Kathleen Towle  
**Classroom:** BUS 304  
**Class Meeting Time:** Tuesdays and Thursdays 10:30 -11:50 am  
**Office Hours:** Monday and Wednesdays from 11:50am – 1:00 pm.  
**Room BUSN 315**  
**Remote via Zoom** By appointment. You can schedule a meeting via Blackboard Course Messages.

### **Course Description**

This course enhances knowledge of basic financial management concepts and applies them to starting up, operating, expanding, and selling small business firms. Topics covered include evaluation and preparation of business plans and financing packages for securing financing from banks, venture capitalists, and government agencies. Current developments such as crowd funding will also be covered. Working capital management will be covered in detail. Successful completion of this course should provide future entrepreneurs with the financial skills required to successfully manage the financial challenges of a small business venture.

### **Course Objectives**

By completing the readings, assessments, assignments, and review posted videos for this course, students will be able to:

- Identify the key actions and operational competencies required to become a successful small business owner.
- Recognize the importance of planning from business conception to the growth and sustainability stages of a small business
- Identify the basic financial methods and requirements for starting and running a small business.
- Recognize the importance of understanding, using, and preparing financial statements
- Demonstrate the importance of and the ability to manage cash and working capital.
- Identify various possible sources of capital and the advantages and disadvantages of each. Describe exit strategies and turnaround situations.

## Contact and Response time

**Please contact me via Blackboard in Course Messages.** Please do not send emails. These can get mixed up with all my institutional mail and it will take me longer to respond.

I check Blackboard Course Messages regularly and you will get a quicker response. Typically, between 24-48 hours when messages are sent during the week. For messages sent on Friday after 12pm or during the weekend, expect responses by Monday.

For emergencies you can reach me via Whatsapp or Text (703)4074150. Please remember to add your name and course number to the message.

## Course Materials

1. The required textbook: Entrepreneurial Finance by Phillip J Aldeman & Alan M Marks, 6th Ed. Pearson.  
You can obtain the Textbook in the UTEP Book Store or you can Subscribe in a per month subscription with the publisher. You can find additional information in the following link:  
[https://www.pearson.com/en-us/subject-catalog/p/entrepreneurial-finance/P200000005815/9780137547371?utm\\_source=copystudentlink&utm\\_medium=referral&utm\\_campaign=XXLEGP0423PCOM](https://www.pearson.com/en-us/subject-catalog/p/entrepreneurial-finance/P200000005815/9780137547371?utm_source=copystudentlink&utm_medium=referral&utm_campaign=XXLEGP0423PCOM)
2. Lecture notes, related materials and announcements will be posted on Blackboard.
3. Case Studies

## Evaluations

**Homework and In Class Assignments:** There will be both individual and team assignments/homework. You must turn in the assignments on the dates and times specified in the

instructions. Homework will be announced in class and /or will be Published on Blackboard Learn, and it will have to be submitted via Blackboard (NOT E-MAIL). To be fair to all students, requests for deadline extensions and “extra credit” assignments will be declined. **Late assignments will not be received**

**Case Studies:** Case studies will be assigned throughout the semester. You will work with your assigned team, and you must turn in the assignments at the dates and times specified in the instructions. Please note that claims of technical problems or other last-minute excuses will not be accepted.

**Tests/Exams:** Exams will be on during regular class meeting time. Exam dates are given in the course schedule. No additional time will be given for those students starting late.

**Class Participation:** Class Participation will be an important component to each student’s final grade. All students are expected to be prepared for class and participate in class discussions and assignments. Student participation is greatly encouraged, whether is in the form of questions, answers, assignments, opinions, or ideas. The instructor welcomes all forms of meaningful participation. Therefore, students who are present and active in class in a meaningful way will receive the full credit allocated to participation.

**Each class will begin with a current event discussion. All students must be prepared to present and to discuss current events that are pertinent to the class.**

**Team Contract, Self and Team Assessments:** An important part of the class will be to work in teams. Therefore, you will start by setting the ground rules for your team by creating a contract that all team members will have to sign. During the semester, each team assignment must be signed by participating team members (by adding your names). Please do not add the name of any team member that did not participate in the assignment. It is not fair that you do the work and someone else gets the credit.

At the end of the semester, you will self-assess, and evaluate your teammates. If you fail to do the team assessment, you will lose that portion of your grade regardless of how your teammates evaluated your performance.

**Grading:** Your final grade will be based on homework assignments and exams according to the following weights:

	Percentage
Case Studies	25%
Quizzes	45%
Homework and in Class Assignments	20%
Participation	5%

Team Contract, Self and Team Assessments	5%
Total	100

I reserve the right to alter these percentages up or down depending on the performance of the class as a whole.

Final grades will be assigned as follows:

- 90 and above: A
- 80 and below 90: B
- 70 and below 80: C
- 60 and below 70: D
- Below 60: F

### Due Dates

Course work will be **due either at the end of class or at 11:59pm on the day listed**. The instructor will not accept any late assignments. *The grade for late or missed assignments will be 0 (zero)*. All assignments must be turned in or completed on time. However, if you missed work because of a medical reason, please provide a doctor's note.

*If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.*

*If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.*

*We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit [epstrong.org](http://epstrong.org).*

Please follow the link for the latest University policies related to COVID-19:

<https://www.utep.edu/resuming-campus-operations/faqs/faculty-and-staff.html#>

## Course Expectations:

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, retries, do-overs, extra credit work, etc. Be sure to put all your effort in doing things right the first time around. I am quite aware of the fact that this is a learning process, and I will do my best to help you along the way. Nonetheless, the major effort should be your effort and not mine or that of your classmates. Independent thinking and strong work ethic are two valued assets of successful businesspeople. Developing and/or enhancing these skills will have a major payoff throughout your careers.

## Class Policies:

- It is best to **read the assigned material prior to class.**
- **Arrive on time** (5 minutes early or earlier take your seat quickly and quietly. Be ready to answer the first participation question. Late arrivals will not be tolerated. If you consistently arrive late, we will submit an administrative withdrawal from the course on your behalf. Needless to say, consistent late arrivals will have a detrimental effect on the participation grade that you receive in the course.
- Laptops, tablets, and mobile phones are allowed in class as long as they are used for class-related activities. That is, surfing the Web aimlessly, responding to e-mail, texting not related to class, updating your Facebook site are not acceptable uses. Please do not put me in the position of having to ask you to turn off your laptop, phone, or other mobile device. After the first incident of portable equipment misuse, you will not be allowed to use it in the classroom for the remainder of the course.
- If you must leave early, please let me know beforehand.
- No audio or video recording may occur during class time unless the instructor has given expressed and written consent.
- The instructor reserves the right to ask any students disrupting the normal flow of course activities to leave the classroom. Also, during exams you are to sit quietly before you receive the exams materials, during the exam, and after you finish the exam. Please respect the right of your fellow students for peace and quiet during exams.
- Make up exams are only possible with an approved medical

excuse. You must show the instructor a note from your physician justifying your absence from an exam. The bottom line is that make-up exams can only be provided for documented medical excuses.

- The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in or completed on time.
- If you have a disability or feel you might have a disability and need assistance, contact the Center for Accommodation and Support Services at 747-5148 or go to Room 106 Union East or send them a message (cass@utep.edu).
- All faculty and staff at The University of Texas at El Paso are fully committed to your success. While we all do our best to navigate through challenging issues and circumstances on our own, it is often extremely useful to seek support from others. If you face a difficult personal situation, there are experts at UTEP that can help you. Please contact Counseling and Psychological services in Room 202 Union West or send them a message (caps@utep.edu).

## Technology Requirements

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

**IMPORTANT:** If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

## **Deadlines, Late work and Absence Policy**

- Assignments will be due on the dates and times posted in Blackboard. Make sure to check Blackboard frequently so you do not miss any deadlines. No late work will be accepted if the reason is not considered excusable.

Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty points. If you miss an assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if at all possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

## **ILLNESS PRECAUTIONS**

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

## **\*EXCUSED ABSENCES AND/OR COURSE DROP POLICY**

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

## **ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES**

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

## **INCOMPLETE GRADE POLICY**

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe

an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

### **\*Accommodations Policy**

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

### **Scholastic Integrity**

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

### **\*GUIDANCE ON ARTIFICIAL INTELLIGENCE**

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

### **PLAGIARISM DETECTING SOFTWARE**



Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

**\*Course Resources:** Where you can go for assistance

UTEP provides a variety of student services and support:

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transportation resources may submit a ticket request assistance to [studentsuccess@utep.edu](mailto:studentsuccess@utep.edu)
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.
- [Title IX](#) : Our classroom and our university should always be spaces of mutual respect, kindness, and support, without fear of discrimination, harassment, or violence. Should you ever need assistance or have concerns about incidents that violate this principle, please access the resources available to you on campus via the Title IX Coordination.

## Tentative Schedule

<i>Week #</i>	<i>Class meeting #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	1	T	16-Jan	Intro to the Class and Module 1- Introduction to Entrepreneurial Finance & Financial and Economic Concepts - Chapter 1
		TH	18-Jan	Module 1- Introduction to Entrepreneurial Finance & Financial and Economic Concepts - Chapter 1
2	2	T	23-Jan	Module 2 - Financial Management and Planning- Chapter 2
	3	TH	25-Jan	Module 2 - Financial Management and Planning- Chapter 2
3	4	T	30-Jan	Module 3 - Financial Statements- Chapter 3
	5	TH	1-Feb	Module 3 - Financial Statements- Chapter 3
4	6	T	6-Feb	Module 3 - Financial Statements- Chapter 3
	7	TH	8-Feb	Case Study- Lees Ice Cream
5	8	T	13-Feb	Quiz Chapters 1- 3
	9	TH	15-Feb	Module 4 - Analysis of Financial Statements-Chapter 4
6	10	T	20-Feb	Module 4 - Analysis of Financial Statements-Chapter 4
	11	TH	22-Feb	Module 5 - Profit, Profitability, and Break-Even Analysis--Chapter 5
7	12	T	27-Feb	Module 5 - Profit, Profitability, and Break-Even Analysis--Chapter 5
	13	TH	29-Feb	Case Study
8	14	T	5-Mar	Catch up
	15	TH	7-Mar	Quiz Chapters 4-5
9	16	T	12-Mar	Spring Break
	17	TH	14-Mar	Spring Break
10	18	T	19-Mar	Module 6 - Forecasting and Pro Forma Financial Statements- Chapter 6
	19	TH	21-Mar	Module 6 - Forecasting and Pro Forma Financial Statements- Chapter 6
11	20	T	26-Mar	Module 6 - Forecasting and Pro Forma Financial Statements- Chapter 6
	21	TH	28-Mar	Module 7 - Working Capital Management - Chapter 7
12	22	T	2-Apr	Module 7 - Working Capital Management - Chapter 7
	23	TH	4-Apr	Project (Case 3)
13	24	T	9-Apr	Quiz Chapters 6-7
	25	TH	11-Apr	Module 8 Time Value of Money - Chapters 8 & 9
14	26	T	16-Apr	Module 8 Time Value of Money - Chapters 8 & 9
	27	TH	18-Apr	Module 8 Time Value of Money - Chapters 8 & 9
15	28	T	23-Apr	Module 9 - Capital Budgeting - Chapter 11
	29	TH	25-Apr	Module 9 - Capital Budgeting - Chapter 11
16	30	T	30-Apr	Module 9 - Capital Budgeting - Chapter 11
	31	TH	2-May	Catch up
Finals		TH	9-May	Final Exam