

Course description

Entrepreneurial Finance
Building Digital Ventures

Winter 2020

I. General information

Title:	Entrepreneurial Finance: Building Digital Ventures
Course ID:	MA-FBI10(C)
Module leader:	Prof. Dr. Henning Schröder
Teaching assistant:	Johannes Barg, M.Sc.; Tizian Otto, M.Sc.
Contact hours:	3 hours/semester week
Delivery mode:	Blended/virtual classroom
Teaching methods	Lectures, workshops, project group work, discussions
Credits:	6 credits
First session:	November 09, 2020
Language of instruction:	German/English
Assessment:	Presentations, group work, participation

II. Course summary

The course is an interdisciplinary format designed to foster its participants' entrepreneurial spirit and expertise in the field of entrepreneurial finance. The course is offered as a collaboration between Professor Schröder (JP of Corporate Finance, Module Leader) and the Chair of Corporate Finance and Ship Finance (Professor Drobetz). Students will work in project teams on their own business ideas and will prepare a detailed description of their business model as well as a state-of-the-art start-up pitch deck during the course. At the end of the semester, the groups will pitch their ideas in front of a jury of industry experts and will receive detailed feedback on their developed business model.

III. Learning objectives

This course introduces the fundamentals of entrepreneurial finance. The overall aim of this course is to consolidate a student's understanding of entrepreneurship practice and its relationship to entrepreneurship theory by working on an own business ideas. Students will be enabled to understand the relevant steps and decisions along the entrepreneurial journey and will be equipped with both soft and hard skills necessary to build and run a start-up. By the end of this course, students

- have learned tools to develop and analyze business models
- have acquired the relevant techniques in valuing digital businesses
- have a thorough understanding of available sources of venture financing
- have gathered experience in writing a detailed description of business models
- have expertise regarding the relevant legal issues when starting a business
- have improved their teamwork, presentation and entrepreneurial skills

IV. Class mechanics

The course follows a blended learning approach. There will be regular synchronous discussion and workshop sessions over the first half of the semester in which industry experts and practitioners share their view on the most relevant issues for entrepreneurs. These workshop sessions will provide students with the required expertise to work on their business ideas. In the asynchronous part of the course, students will work independently on their business ideas and will apply knowledge they acquired during the workshop sessions as well as from additional reading materials provided.

At the beginning of the course, each participant needs to come up with an initial business idea that she will present in front of the entire group during an initial pitch session. During this session, it is the group's task to challenge the presented business ideas and to provide feedback. After the session, students will be grouped into project teams and continue working together.

Departing from the business ideas the team members have developed for the initial idea pitch, groups need to select two ideas which they would like to keep working on. The project teams have then the opportunity to pitch both ideas in a pre-pitch session in front of the final jury of industry experts and will receive detailed feedback as well as recommendations which of the two ideas the team should pursue further.

From this point onwards, project teams will work on the business plan and the pitch deck for the final pitch at the end of the semester. Each team will be assigned a supervisor who is the primary person of contact for this course. Further, the industry experts will act as mentors for the students and are available for feedback during the project phase.

V. Time schedule

Date	Session
09 NOV 2020	Introductory session
17 NOV 2020	Initial idea pitch (<i>individual presentation</i>)
24 NOV 2020	Talk: Start a business at UHH
26 NOV 2020	Group pre-pitch: Evaluation of ideas (<i>group presentation</i>)
30 NOV 2020	Workshop I: Business planning and pitch decks
03 DEC 2020	Workshop II: Digital business valuation and financing
08 DEC 2020	Workshop III: First year legal issues
10 DEC 2020	Workshop IV: Generating reach and attention
12 MAR 2021	Final pitch and jury decision (<i>group presentation</i>)

VI. Assessment criteria

The assessment is based on the following criteria. The minimum qualifying mark for each partial assessment is 4.0 (pass). The given weighting scheme applies.

Assessment component	Assessment Type	Weighting
Initial idea pitch	Individual presentation	20%
Group pre-pitch	Group presentation	10%
Final pitch	Group presentation	30%
Business description and pitch deck	Written group assignment	40%
Total		100%

VII. Contact information

If you have questions regarding this course, please contact one of the teaching assistants via email.

- Johannes Barg, M.Sc.: johannes.barg@uni-hamburg.de
- Tizian Otto, M.Sc.: tizian.otto@uni-hamburg.de