ENTR 410: Entrepreneurship & Venture Capital

How to establish a high growth valuable startup from the earliest stage inception through to the first fundraising from angels and venture capitalists (VCs) through to late-stage and pre-IPO funding and eventual exits are topics addressed. The course will maintain both the entrepreneur and VC perspective with an overview of venture capital networking paths at the various stages along the entrepreneur’s business development journey. A combination of lectures, case studies, practical real-world project sourcing, financial evaluations, and making venture capital investments will enable the student to do the work of a VC taught by an active venture capitalist lecturer, Andrew Romans. (3 Credits) Prerequisite MKTG 305 & MGMT 365

About Professor Andrew Romans:

- Andrew Romans is the co-founder and General Partner of 7BC Venture Capital (formerly Rubicon Venture Capital), an early-stage VC fund with offices in San Francisco, Austin and New York City. He is the author of Masters of Corporate Venture Capital, The Entrepreneurial Bible to Venture Capital: Inside Secrets from the Leaders in the Startup Game and Masters of Blockchain. His books have been published by McGraw Hill and major publishers in Japanese, Chinese, Russian and Italian.
- Romans is a frequent guest speaker on CNBC, ABC and msnbc. See Romans debating Mark Cubman here: https://rb.gy/jtv3zd.
- Andrew Romans is a global keynote speaker on VC, CVC and entrepreneurship. Check out some of his keynotes around the world here: https://rb.gy/acbiem.

This course will be offered in the Spring as an experimental class along with ENTR 335 and ENTR 415

For more information contact: argyrosadvising@chapman.edu
Entrepreneurs and operators must understand the correct strategies and methods used to acquire customers, particularly in the early stages of a company. Whether it is through outbound or inbound marketing to acquire customers, upselling products or services by introducing, or retaining customers by providing consistent services, it is crucial for a company to understand consumer behavior. Students will cultivate a way of thinking that will help them navigate the ever-shifting digital landscape.

(3 credits) Taught by Professor Marshall Toplansky

Only 4% of startups reach $1M in revenue and less than 10% of tech startups have successful exits. Whether it is team sports, martial arts, or trading in the stock market, most approaches begin with one's ability to defend oneself before going on the offensive. This course will allow students to have a greater understanding on why and how startups fail; what entrepreneurs can do to avoid failure; and if they do fail, how founders can exit companies amicably with various stakeholders and leverage previous relationships to relaunch and reinvent their careers. With the goal of attaining a full perspective on entrepreneurship and overcome the fear of starting a new business on their own. (3 Credits) Taught by Professor Kevin Hong

These courses will be offered in the Spring as experimental classes.

For more information contact: argyrosadvising@chapman.edu