

ENTR 3600 BUSINESS ESSENTIALS FOR TECHNOLOGY ENTREPRENEURS II

ENTR 3600 3.0**WINTER****FACULTY: Schulich School of Business****INSTRUCTOR: Narbe Alexandrian**

COURSE OVERVIEW

This course has three modules: 1. Accounting: presents financial accounting fundamentals for business planning; 2. Finance: presents finance fundamentals to enable fund raising and resource allocation decisions; 3. Strategy: explores competitive analysis and strategic planning.

COURSE FACULTY

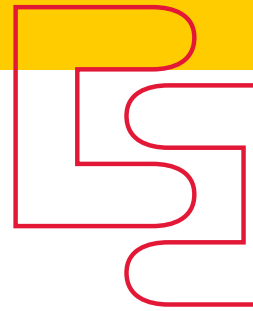


Narbe Alexandrian is the former president & CEO of RIV Capital Inc. He is a tentured venture capitalist with a strong financial and strategic management background working with venture funds, public/private companies, private equity firms, and pension funds within the cannabic, technology, media and telecommunications (TMT) and retail segments. Narbe is currently a Seasonal Instructor at the Schulich School of Business, teaching technology entrepreneurship and venture capital within the undergraduate and MBA programs to Lassonde and Schulich students. He holds a Bachelor of Business Administration degree from the Schulich School of Business at York University and is a Chartered Professional Accountant.

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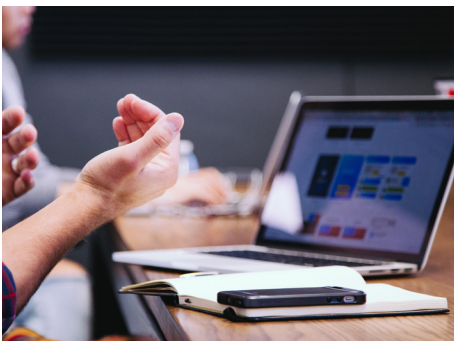
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COURSE MODULES



Accounting Module

It aims to develop students' understanding of the fundamentals of financial accounting. It focuses on teaching students how to create the financial reports required in a business plan. This module has four organizing themes: The accounting process, the accounting reports, analysis of financial statements, and the use of accounting information for decision making.

Strategy Module

This module explores the core concepts of strategic management. It focuses on the challenges involved in managing

an enterprise. The perspective adopted here is that of the CEO who needs to make decisions in complex and uncertain conditions, while taking into account inter and intra organizational considerations. The module has four organizing themes: the concept of strategy, the external environment, the internal analysis, and strategy in a dynamic environment. Readings, lectures, and role playing are used to expose students to a wide range of concepts and to the many types of situations that managers face, which impact an organization's performance. Case studies are used to further

develop students' skills in dealing with complex situations.

Finance Module

The aim is to develop students' understanding of the fundamentals of entrepreneurial finance. It focuses on teaching students how to make educated financial decisions on fund raising and resource allocation. This module has four organizing themes: The time value of money, managerial investment criteria, valuation methods of new ventures, and financial analytical tools.

