Department of Business Faculty
Subject Syllabus

Subject Code	**:**	BIS16
Subject Title	**:**	Venture Capital
Subject Specification	**:**	The subject specification of Venture Capital presents knowledge and guidance for students to understand about investment particularly through venture capital in preparation for a business pitch.
Subject Overview	**:**	The subject overview of Venture Capital is to prepare the students to cope with different issues, particularly in funding, as they start and operate their own business. As well to exercise the students in a business pitch simulation with the capital providers for potential investment.
Course Objectives	**:**	The course objective of Venture Capital is to assist students to understand the mechanisms of venture capital. Students must create and present well prepared pitch decks in front of experts and practitioners who are in the funding sectors of the business industry.
Course Method	**:**	Lecture, discussions, assignments, roleplay experience, and presentation.
Learning Outcome (Competence)	**:**	
- Knowledge	:	Students will understand about investment particularly through venture capital.
- Skills	:	Students will be able to implement the knowledge in presenting a well-prepared pitch deck to investors and negotiate professionally with investors.
- Attitude	:	Students will learn to have the awareness in building professionalism based on discipline and respect, as well to present effectively to investors.

Course content :

Week	Topic
1	Introduction and Course Overview
2	What Is an Investor?
3	Why Should You Have an Investor?
4	What is Private Equity?
5	What is Venture Capital?
6	Business Growth
7	Review and Mid Examination Guideline
8	**Mid Examination**
9	What Venture Capitalist Look for in a Pitch
10	How to Pitch to Investor
11	The Importance of Negotiation
12	Designing the Perfect Pitch Deck Template
13	Pitch Presentation Mockup and Final Examination Guideline
14	**Final Exam Presentation**
15	**Final Exam Presentation**
16	**Final Exam Presentation**

Grading System :

Course Evaluation :

Students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	Introduction and Course Overview	• Lecturer Profile • Class Rules • Student Profile • Business Profile • Learning Objective • Course Content • Coursework and Exam Assignment Submission	Lecture Discussion
II	What is an Investor?	• Definition of Investor • Types of Investors • Bank • Personal Investor • Angel Investor • Peer-to-peer Lending • Venture Capitalist	Lecture Discussion
III	Why Should You Have an Investor?	• Overcome Financial Obstacles • Reduced Pressure to Repay • Valuable Expertise • It's All About Who You Know • Motivation, Inspiration and Morale • Improve Stakeholder Confidence • CW1: Why should I invest in your business?	Lecture Discussion Coursework 1
IV	What is Private Equity?	• What is Private Equity • Participant • The benefit of Private Equity • Private Equity fund structure • Forms of Private Equity	Lecture Discussion
V	What is Venture Capital?	• What is venture capital? • Method of VC Financing • Stage of Financing • VC Investment Process	Lecture Discussion
VI	Business Growth	• What is Strategy • Corporate Strategy & Competitive Strategy • Growth paradigms • Growth horizons & OKRs • Strategic design	Lecture Discussion Coursework 2

		• CW2: Business Growth Potential	
VII	Review and Mid Examination Guideline	• Review Sessions 2-6 • Mid Examination Guideline	Lecture Discussion
VIII	**Mid Examination**		
IX	What Venture Capitalist Look for in a Pitch	• A Professional Pitch Deck • Problem and Solution • Unique Selling Point • Dedication and Determination • Product and Industry Knowledge • Marketing Strategy • Business in the Long Run	Lecture Discussion
X	How to Pitch to Investor	• Practice Makes Perfect • Know the Audience • Tell the Story • Time for Explanations • Importance of Visual Aid • Crunch Those Numbers • Seal the Deal	Lecture Discussion
XI	The Importance of Negotiation	• What Are You in Negotiations? • Perception of the Opponent • Questioning and Answering Skills • Tension Between Empathy and Assertiveness • Negotiation Ethics • Closing of the Deal • CW3: Students Negotiation Roleplay (Startup and Investor)	Lecture Discussion Coursework 3
XII	Designing the Perfect Pitch Deck Template	• Executive Summary • Pitch Deck Contents • Design Template (Examples)	Lecture Discussion Coursework 4
XIII	Pitch Presentation Mockup and Final Exam Guideline	• Review Sessions 9-12 • CW4: Students Pitch Roleplay (Startup and Investor) • Final Examination Guideline	Lecture Discussion
XIV **XV** **XVI**	**Final Exam Presentation**		

Mid Examination Guideline : Group Assignment - Submit draft pitch deck presentation.

Final Examination Guideline : Group Assignment - Business pitch presentation to potential investors.

References **:**

Witjara, E. (2019). Digital Business Valuation: Inovasi, Strategi, dan Tips.: PT. Rayyana Komunikasindo.

Prepared by:	Checked by :
Resiyaman Patrick Oratmangun, MIB.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector