

Engineering 191/291B

Reading Assignment Spring 08

Entrepreneurial Finance, Janet Smith, Richard Smith, 2nd edition

(on Reserve in Reserve Book Section of UCSB Library)

Please skim the following chapters:

Chapter 3. The Business Plan.

Chapter 4. New Venture Strategy. .

Chapter 6. Methods of Financial Forecasting.

Chapter 7. Assessing Financial Needs.

Chapter 8. The Framework of New Venture Valuation.

Chapter 9. Valuation in Practice: The Investor's Perspective.

Chapter 10. Valuation: The Entrepreneur's Perspective.

Chapter 14. Venture Capital.

Chapter 15. Choice of Financing.