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# Lecture Notes in Entrepreneurial Finance for the Digital Economy

By **P Joakim Westerholm**

*(The University of Sydney Business School, Australia)*

## ABOUT THE BOOK

This book is intended to be used as a basis for developing courses in entrepreneurial finance. While many universities, particularly in the United States, have entrepreneurial finance on their curriculum, there is often a gap between the large selection of entrepreneurship courses and courses providing applicable hard skills in finance and accounting. Early-stage ventures cannot succeed without capital and careful management of cash flow for example. Entrepreneurs need skills, such as how to negotiate with investors, so that they don't end up giving up the control of their venture too early. This book aims to fill this gap by providing guidelines for how successful courses can be set up to train finance, accounting, and corporate strategy students for a career in the start-up and venture capital industry.

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## READERSHIP

University educators and professors, venture capital consultants and trainers.

## ABOUT THE AUTHOR

P Joakim Westerholm's teaching and research interests are in the areas of asset pricing, with a focus on security market microstructure and behavioral finance topics, and corporate finance, with a focus on CEO and corporate insider trading strategies and acquisition decisions.

Joakim's publications include research articles in *Nature*, *Journal of Finance*, the *Journal of Financial and Quantitative Analysis* (JFQA), *Review of Finance*, *Journal of Corporate Finance*, and *Journal of Banking and Finance*. His research has been accepted for presentation at finance conferences such as the Western Finance Association Meeting (WFA), the European Finance Association (EFA), the Financial Management Association (FMA) International Meetings in USA and Europe, and the Society for Financial Studies (SFS) Finance Cavalcade.

Joakim has a PhD in Finance from the Swedish School of Economics and Business Administration (Hanken) in Helsinki, Finland. He has 9 years of industry experience in broking, dealing, and funds management.

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