

RBSAFM01K Alternative Financing Innovation for a new generation

Course module	RBSAFM01K
Credits (ECTS)	2
Category	SG (Student driven track)
Course type	Elective at hogeschool level
Language of instruction	Engels
Offered by	Hogeschoolbrede keuzevakken;
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Aims

Alternative financing, like the popular topics “Crowd Funding”, “Private Equity”, “Credit Unions” should be addressed at our Rotterdam University of Applied Sciences (HR). Would you like to know how to finance a company when a bank loan is refused?”. This elective/course will give you an update on the present situation in the financial world. Experts from the working field together with lecturers from various HR institutes like Commercieel Management (Com), Rotterdam Business School (RBS) and Kennis Centrum Innovatief ondernemerschap (KCI) will give presentations. It will be useful for students from various business courses (IFM, FSM, COM, BE, RBS etc.) but also from other HR-institutes such as bouwkunde (IGO), fysiotherapie (IVG) etc. The course will enable you to get into contact with students and lecturers from other institutes as well as experts from the financial industry.

This course will meet all criteria as formulated in the Dublin descriptors

After successful completion of this course the student will be able to:

ACQUIRING KNOWLEDGE AND UNDERSTANDING

- Reading materials.
- Theoretical insights communicated by the (guest) lecturers.
- Insights communicated during the excursion.
- Insights obtained during the preparation of the assignments (individual and team presentation and collective report).

APPLYING KNOWLEDGE AND UNDERSTANDING

- Identify the main innovative financing alternatives and explain the differences and risks involved.
- Explain the increasing demand for alternative financing possibilities.
- Interpret and analyse the latest developments in the financial industry.
- Prepare an analysis to compare the alternative financing possibilities in two countries (see below “toetsvorm”).
- The collective assignment-format will enable students to apply knowledge from their own background and to integrate insights from other participants coming from different backgrounds (cross-disciplinary approach).

MAKING INFORMED JUDGEMENTS AND CHOICES

- Prepare weekly questions based on the reading materials.
- Evaluate, apply and give advice on alternative financing possibilities depending on the growth phase of a case company.
- Discussing priorities in the framework of the preparation of the team presentation.

COMMUNICATING KNOWLEDGE AND UNDERSTANDING

- Preparing an individual presentation or contributing to a team presentation and an individual or jointly written report.

CAPACITIES TO CONTINUE LEARNING

- In accordance with the aims of the HR Programme the course will enable students to establish contacts with students and staff from other HR-institutes as well as with stakeholders from the field. This will be useful for the students’ (study) career.

Content

This course (elective) “Alternative Financing Innovations for a new generation” will make students aware of new and innovative financing opportunities. The financial crisis, which started in 2008, forced the financial regulatory organizations, like “De Nederlandse Bank”, to impose stricter rules and regulations on the banking industry (Basel

III). In order to prevent another crisis in the future. As a result of this bank rules, to approve requested loans from entrepreneurs, became much stricter. Nowadays research shows that one of the greatest challenges entrepreneurs are facing is the lack of access to bank loans in order to finance their business activities. Due to this lack of traditional financing possibilities entrepreneurs are seeking to find new alternative financing.

This course will give students the best and most updated information on alternative financing innovations. Experts from the working field together with lecturers from various HR institutes like Commercieel Management (Com), Rotterdam Business School (RBS) and Kennis Centrum Innovatief ondernemerschap (KCI) will give presentations.

This part of financing is a “hot topic” but the course (elective) may not only draw students from various business institutes like IFM (Instituut Financieel Management), FSM (Financial Services Management), BE (Bedrijfseconomie), Commercieel Management (Com), Rotterdam Business School (RBS) etc. but also students from all other institutes within the HR, such as bouwkunde (IGO), fysiotherapie (IVG) etc. This enables students to get into contact with students and lecturers from other institutes, as well as with experts from the financial industry. Finally, the knowledge provided in this course (elective), as part of the students study programme, will add value to every student when graduating from the Hogeschool Rotterdam (HR).

Starting level: Basic knowledge of English

Alternative financing innovations for a new generation: OVERVIEW OF WEEKLY TOPICS

WEEK 1 Introduction to the Financing Industry

- History of finance.
- Traditional compared to alternative financing.
- Rules and regulations (Basel III).
- Distribution and explanation of the assignment (see week 8 and “toetsvorm”).

Guest lecture by Maaïke Lycklama à Nijeholt (Lector Finance, Kennis Centrum Innovatief ondernemerschap).

WEEK 2 Traditional Financing

- Internal and external financing.
- Cash is “the blood of the company” rule.
- Rating agencies.
- Risk return.

Lecture by Dea Knol-Veldhuizen (RBS Research lecturer Alternative Financing and minor coordinator Finance & Accounting)

WEEK 3 Introduction to Alternative Financing Possibilities

- What are the main alternative financing innovations?
- Identification from the differences.
- In all growth phases of the company discuss and explain the added value of different alternative financing opportunities.
- Discuss the implications from ING report: “Rethinking finance in a Circular Economy”.

Lecture by Dea Knol-Veldhuizen (RBS Research lecturer Alternative Financing and minor coordinator Finance & Accounting)

WEEK 4 Crowdfunding

Guest lecture by a member of crowdfunding platform (“Symbid” or “Kapitaal op maat”)

WEEK 5 Credit Unions

Guest Lecture by Tim van Duren (Kennis Centrum Innovatief ondernemerschap research lecturer credit union).

WEEK 6 Leerwerkbedrijf

Guest lecture by Henk de Nie (Commercieel Management/ Kennis Centrum Innovatief ondernemerschap research lecturer leerwerkbedrijf).

WEEK 7 The future of finance: "The changing role of banks within the financial industry"

Guest lecture by a banker (from the financial industry).

WEEK 8 Presentation

- See also "toetsvorm".

WEEK 9 Handing in report.

- See also "toetsvorm".

Method of instruction:

The weekly lectures will have the following structure:

- 45 minutes presentations given by the (guest) lecturer(s)
- 5 minutes break
- 20 minutes discussion of the lecture and of the reading materials
- 30 minutes tutorial for the students (assistance with their assignment)

Method of examination:

- *Each student will be graded for both a presentation (40%) and a final report (60%)*

1: Individual or team presentation on "Alternative Financing a Country Analysis".

Requirements:

- Each student is supposed to contribute from her/his specific HR-course background to the above mentioned theme

- Each participant should speak at least 5 minutes and refer explicitly to the reading materials or topics which she/he learned during the course

2: Final report on "Alternative Financing a Country Analysis" should contain at least 5.000 words (approx. 15 pages fulltext).

Requirements:

- Select two countries

- Compare and analyse actual alternative financing possibilities within both countries

- Include the financial industry: business risk, traditional and alternative financing, risk management, rating agencies, rules and regulations etc.

- Select from each country a successful business case which used alternative financing.

- Describe, compare and analyse the two cases and include the theory presented during the lectures.

Literature:

- Principles of corporate finance, Richard Brealey, Stewart Myers and Franklin Allen. ISBN: 9780071263276

- ING report: "Rethinking finance in a circular economy".

- Several articles on crowd funding, credit union, private equity, the changing role of banks etc.