

**FINA 539 – Venture Capital & Private Equity**  
**Academic Year 2008/2009**

**I. COURSE DESCRIPTION**

This 28-contact-hour course offers a practical, “real world” understanding of venture capital and private equity. It will provide an overview of the marketplace and include such Venture Capital (VC) topics as: 1) Deal structuring; 2) Valuation techniques; 3) Due diligence and post-investment management; 4) Negotiating investment term sheets; 5) Going public and other exit strategies. Real world examples and cases, primarily from Asia, will be used to illustrate these topics. The student will see VC transactions from several perspectives, including as a promoter of a new investment, as a potential investor, as the head of an investment committee, as a prospective subsequent investor, as an entrepreneur, and as an entrepreneur seller.

**II. ABOUT THE INSTRUCTOR**

Dr. Laurence Franklin, Adjunct Professor of Finance, Business Law & Management, has been doing business in Asia since 1981, as a lawyer, commercial banker, investment banker and equity investor. He has raised \$5 billion in equity and debt for projects in China, and another \$4 billion for projects elsewhere in Asia Pacific.

Most recently, Larry worked for Hutchison Whampoa (China) Ltd., the China subsidiary of Hutchison Whampoa Ltd., as General Manager-Investments directing a US\$500 million Venture Capital Fund, and as Head Legal Counsel. This Fund was focused on direct investments in Greater China (i.e., China, Hong Kong and Taiwan) and in North America.

Previously, Larry held the position of Deputy Managing Director for AIA Capital Corp. (AIACC), the investment banking arm in Asia of the American International Group (AIG), and was actively involved in sourcing and structuring direct investments in the Asia region for AIACC’s US\$110 million Venture Capital Fund, as well as for AIG’s \$1.1 billion Infrastructure Fund (1989-1998). AIG has in excess of US\$70 billion in investments in Asia Pacific.

From 1981-1989, Larry worked for The First National Bank of Chicago, first as Asia Pacific Regional Counsel (1981-1985), and then as China Country Head (1985-1989).

Larry holds MBA and Juris Doctor degrees from Stanford University, and is a Certified Public Accountant. Larry has taught more than 150 MBA and EMBA level courses worldwide. In addition to his MBA teaching at HKUST, he has taught in the MBA programs at Stanford, Chicago, MIT Sloan, Darden (U.Virginia) and Tsinghua in Beijing. In addition to his EMBA teaching for Kellogg-HKUST and for HKUST’s iEMBA program in Beijing, he has taught in the Executive MBA programs for Kellogg-WHU (Germany), Kellogg-Recanati (Israel), Kellogg-Schulich (Canada), as well as for U. Chicago, MIT Sloan, CUHK and China-Europe International Business School (CEIBS) in Shanghai and Beijing.

Larry is honored to have received more than 70 Teaching Excellence citations for MBA courses he has taught at HKUST. He has received several teaching awards, including Best Teacher in the Kellogg-WHU EMBA program (2004) and Professor of the Year in the HKUST iEMBA program (2003 and 2007).

### III. TOPICS FOR COURSE MEETINGS

Session One	Overview of Venture Capital & Private Equity
Session Two	Deal Structuring
Session Three	Due Diligence and Post-investment Diligence
Session Four	Valuation Techniques
Session Five	Evaluating VC Term Sheets I
Session Six	Evaluating VC Term Sheets II
Session Seven	Exit Strategies, Course Wrap-Up
Session Eight	Final Examination

### IV. READINGS

There is no required text. There is a course pack. For each Session, there are required Reading Materials. In each Session, there will be caselets (short-form cases) to prepare for discussion. **In evaluating whether or not to take this course, you should consider that this course has a “heavy” workload and is expected to require at least 3 hours outside of class for every hour in class.**

**Preparation for class is essential** if you want to benefit fully from the class session, which will tend to move swiftly and be highly interactive with and among the students.

You are expected to be a well-informed reader of the business press on venture capital, especially transactions occurring in Asia. At a minimum, this would include daily readings in The Asian Wall Street Journal and The South China Morning Post. Highly recommended periodicals include Far Eastern Economic Review, The Economist, Fortune and Business Week.

### V. OFFICE HOURS

Before class, after class and by appointment. The best way to reach me is by email as shown below.

### VI. GRADING

Your grade is based on your participation in class (30%), homework (20%) and the final examination (50%). As there are only 7 substantive sessions, it is strongly recommended you attend and participate in all classes. The final exam will be primarily short essay rather than numerical problem solving, and will be designed to test your common sense, your ingenuity and your ability to apply the substance of the course to new fact situations.

### VII. CONTACT INFORMATION

Telephone: 2358-7688  
Facsimile: 2358-1749

Classroom: HKUST Central, downtown  
Office: Room 5482, HKUST campus

### VIII. COURSE HOURS

Unless otherwise scheduled: If on campus, the course hours are 9:00 a.m. – 12:20 p.m. for morning session; 2:00 p.m. – 5:20 p.m. for afternoon sessions. If downtown, the course hours are 7:00 p.m. – 10:20 p.m.

## IX. COURSE OUTLINE

### Session 1

Topics            **Overview of Venture Capital & Private Equity**

Reading            Reading Materials

**Caselet: Changchun Pepsi (consumer goods, China)**

### Session 2

Topics            **Deal Structuring**

Reading            Reading Materials

**Caselet: TV- India (media, India)**

**Caselet: Le Meridien Lombok (hotel, Indonesia)**

### Session 3

Topics            **Due Diligence**

Reading            Reading Materials

**Caselet: Delirium (internet services, Pan-Asia)**

**Homework Due: Questions II. C.1- C.10 and III A through D**

### Session 4

Topics            **Valuation Techniques**

Reading            Reading Materials  
Reference: Brealey & Myers, Chapters 4 and 5 (or another financial text)

**Caselet: Ms. Chung Equity Valuation (consumer goods, Hong Kong)**

**Caselet: Qingdao Float Glass Equity Valuation (industrial goods, China)**

Session 5

Topics

**Understanding and Evaluating Term Sheets**

Reading

Reading Materials

**Caselet: HITECH (wireless technology, China)  
First Term Sheet (first prospective buyer)**

Session 6

Topics

**Evaluating Term Sheets (continued)**

Reading

Reading Materials

**Caselet: HITECH  
Second Term Sheet (second prospective buyer, same investment)**

**Homework Due: Prepare and turn in Answers to Second Term Sheet**

Session 7

Topics

**Exit Strategies  
Course Summary**

Reading

Reading Materials

**Class Exercise: Exit Strategies for Caselets**

**Caselet: The Green Hills Convertible Debenture**

**Homework Due: Prepare and turn in Answers to Green Hills Caselet**

Session 8

Topics

**Final Examination (3.0 hours, open book, open notes)**