Syllabus

ENTR2040
Entrepreneurship Feasibility Study

2014

Committee Members:
Doris Lux, Central Community College
Heather Nelson, Metropolitan Community College
Lorrie Mowry, Mid-Plains Community College
Cathy Nutt, Mid-Plains Community College
Angie Shaffer, Northeast Community College
Scott Baillie, Southeast Community College
Linda Hartman, Southeast Community College

Facilitator: [Signature]
Date Reviewed: 1/24/14

NCCA Council of Instructional Officers Chair

Chair: [Signature]
Date Approved: May 23, 2014
I. CATALOG DESCRIPTION

Course Number: ENTR 2040
Course Title: Entrepreneurship Feasibility Study
Prerequisite(s): None

Catalog Description: Students will assess the viability of a business idea to determine if the concept is feasible for business startup, expansion or long term growth. The student will identify and analyze through basic research the present climate to determine current trends for their business idea by completing an industry, target market and competitive analysis. The student will begin to assess the financial needs for the business idea in addition to their own skill, strengths and talents to launch a successful business idea.

Credit Hours: 3.0 semester / 4.5 quarter hours
Contact Hours: 45 hours
Lecture / Classroom Hours . . . . . . . . . . . . . . . . . . . 45 hours

II. COURSE OBJECTIVES AND COMPETENCIES

Course will:

a) Identify and discuss personal needs, strengths, skills and talents
b) Assess opportunities and trends within the current business environment
c) Explore target market opportunities
d) Demonstrate how to conduct a competitive analysis
e) Demonstrate how to conduct an industry analysis
f) Discuss basic financial needs for a business idea

III. STUDENT LEARNING OUTCOMES:

Students will be able to:

a) Assess personal skills, strengths, talents for business ideas
b) Evaluate business opportunities for economic success.
c) Conduct primary and secondary research for a business idea
d) Identify significant consumer trends creating opportunities for business today and in the near future
e) Analyze environmental factors that influence the business idea
f) Assess competition for a business idea
g) Identify target market for a business idea
h) Acquire industry related data for industry analysis
i) Identify minimum financial startup identification need

IV. COURSE CONTENT/TOPICAL OUTLINE

Unit I

a) Personal assessment
b) Identify which business ideas are feasible
Unit 2
  a) Identify ideas for small business products and/or services
  Identify and discuss significant changes and trends which create business opportunities

Unit 3
  a) Conduct a basic market analysis including a competitive scan and customer identification
     research relevant industry trends
  b) Identify startup financial need

V. INSTRUCTIONAL MATERIALS
  Recommended text(s):
    - *StrengthsQuest; Clifton, Gallup*
    - *Entrepreneurial StrengthsFinders Assessment*, Clifton and Badal, Gallup
    - *Entrepreneurial Small Business* by Jerome A. Katz and Richard P. Green, (recommended
      chapters 4,7, 11, and feasibility study)
    - *The E Myth Revisited*, by Michael E. Gerber
    - *Successful Business Plan* by Rhonda Abrahm, PrintShop

  Supplements:
    - *Successful Business Research* by Rhonda Abrams
    - *Entrepreneur Magazine*
    - *Fast Company Magazine*
    - *Small Business Toolkit – SBA*
    - *Business Planning & Financial Templates at score.org*
    - *Small Business Toolkit at sba.gov*

VI. METHODS OF PRESENTATION (can vary per instructor)
  a) Explanation and /or lecture
  b) Video presentation
  c) Student reports
  d) Role play
  e) Guest speaker
  f) Small group activities
  g) Discussion
  h) PowerPoint presentation
  i) Field trips
  j) Internet activities

VII. METHODS OF EVALUATION
  a) Course grades, at the determination of the instructor, will be based on class and group
     participation, daily work, exams, presentations, projects, papers, and/or a portfolio.

  b) Instructors will distribute and discuss the evaluation process and his/her grading
     policies with the students at the beginning of the term.
VIII. INSTITUTIONAL DEFINED SECTION
   a) It is important for students to check requirements at the transfer institution they plan to attend.
   b) Other requirements as determined by instructor/college.