

# SYLLABUS

## ***ENTREPRENEURSHIP FEASIBILITY STUDY*** **ENTR2040**

2011

### Nebraska Community College Initiative

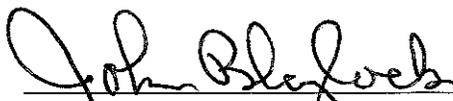
**Committee Members:**

Doris Lux	Central Community College	Gene Manhart	Central Community College
Marcene Wurdeman	Central Community College	Heather Nelson	Metro Community College
Cinch Munson	Mid-Plains Community College	Angie Shaffer	Northeast Community College
Tim Mittan	Southeast Community College	Susan Pallas	Southeast Community College
Kathy Eitzmann	Southeast Community College	Beth Deinert	Southeast Community College
Judy Amoo	Western Community College	Chuck Karpf	Western Community College
Kathy Thornton	University of Nebraska – Lincoln	Gregg Christiansen	Department of Education



Group Leader

Date June 2, 2011



NCCA Instructional Officer Chair

Date June 30, 2011

**Instructor:**  
**Telephone:**  
**E-mail Address:**  
**Web Address:**

**Office:**  
**Office Hours:**

## 1. CATALOG DESCRIPTION

Course Number: ENTR2040  
Course Title: Entrepreneurship Feasibility Study  
Prerequisite(s): None

Catalog Description: Students will assess the viability of a new venture business idea to determine if the concept is feasible for business start up and long term growth based on strengths and skills, personal, professional and financial goals. The student will identify and analyze through basic research the present climate for their business idea by completing an industry, target market and competitive analysis. The student will assess the financial needs for startup as well as their own skills, strengths and talents to launch a successful business idea.

Credit Hours: 3 semester / 4.5 quarter hours  
Lecture/Classroom Hours – 45 hours

## 2. COURSE OBJECTIVES AND COMPETENCIES

a. Objectives Course will:

- (1) Identify and discuss personal needs, strengths, skills and talents
- (2) Identify and analyze the current target market.
- (3) Conduct a competitive analysis
- (4) Develop an industry analysis
- (5) Develop start up financials identification analysis

b. Competencies Student will be able to:

- (1) Ideas for small business start-up and/or growth
  - (a) Examine personal skills, strengths, talents, hobbies and work experience for business ideas
  - (b) Accurately evaluate and justify which identified business opportunities have the greatest possibility of economic success
  - (c) Identify the types of external information available to assist in identifying potential for business start-up and growth
  - (d) Identify significant consumer trends creating opportunities for business today and in the near future
- (2) Analysis of business concept
  - (a) Project environmental factors influence the business idea

- (3) Competition and target market assessment
  - (a) Acquire information about the marketplace and the industry related to selected business concept(s)
    - A. Industry analysis
    - B. Target market analysis
    - C. Competitor analysis
    - D. Minimum financial start-up identification

### **3. INSTRUCTIONAL MATERIALS**

*StrengthsQuest; Clifton*

*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*

#### **Supplements:**

*Entrepreneurship Annual Editions by Robert W. Price; Current Edition – McGraw Hill Publisher*

*Successful Business Research by Rhonda Abrams*

*Opportunity Analysis by M.B. Izard; Acheve; (workbook is suggested)*

*Entrepreneur Magazine*

*Tipping Point by Malcolm Gladwell*

### **4. COURSE CONTENT/UNITS OF INSTRUCTION**

#### **Unit I**

1. Identify and discuss significant changes and trends which create business opportunities
2. Personal assessment

#### **Unit II**

1. Identify ideas for small business products and/or services
2. Identify which business ideas are business feasible

#### **Unit III**

1. Identify which business ideas fit his/her personal criteria
2. Conduct a basic market analysis including a competitive scan and customer identification
3. Discuss how developments in the national and local communities impact the small business climate

### **5. SPECIFIC COURSE REQUIREMENTS (can vary per instructor)**

### **6. METHODS OF PRESENTATION/INSTRUCTION (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

**7. 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.