

BUS/ENT 300

Ideas to Opportunities: Feasibility Analysis

The University of North Carolina Greensboro
Bryan School of Business and Economics
Spring 2010
3 Credit Hours
Faculty: Channelle D. James PhD

Course Description

Provides the knowledge and skills to develop a feasibility plan for a new business venture that will be the basis for developing a business plan. (Fall & Spring)

Course Objectives

Upon completion of this practicum course, students will be able to:

- a. Assess their own decision to become an entrepreneur
- b. Evaluate their entrepreneurial tendencies
- c. Appraise what it takes to successfully develop a venture idea
- d. Analyze the process of moving from an idea to an actual entrepreneurial venture.
- e. Develop an understanding of managing and growing an entrepreneurial venture.
- f. Predict the impact of internal and external environmental factors on managerial decision making.
- g. Interpret market and industry research to identify new business opportunities.
- h. Design an ideal team of founders, advisors, and coworkers that will support successful venture development.
- i. Develop and analyze a cash flow budget to identify problems and timing of cash infusion
- j. Identify government regulation impacting a new business.
- k. Evaluate legal forms of business ownership.
- l. Identify basic protections of intellectual property and design a plan for appropriate use of intellectual property rights.
- m. Incorporate the components of product/service feasibility, industry/market feasibility, organizational feasibility and financial feasibility into the new venture feasibility report.
- n. Develop leadership and team member skills
- o. Use effective oral and written communication skills.
- p. Assess ethical positions related to business ownership.
- q. Assess the need for change and flexibility in decision-making
- r. Practice networking and develop business relationships

Methods of Learning & Grade Book

Team Portfolio

Team Portfolios are a way to ensure that students grasp the course concepts and that each student can express these concepts in terms of Knowledge, Skills, and Abilities. Your team's portfolio will help to assure that you met the objectives of the course. In addition Team Portfolios are collaborative and provide a platform so that students can offer each other feedback for improvement. You will be provided with an information sheet that outlines the grading rubric for your portfolio. If done correctly your team portfolio will provide you with all the research you need for your Team Feasibility Study. You should do the following to complete your portfolio for each module:

- For each module you will receive a portfolio outline. The portfolio outline will follow the order of the lecture taught in class.
- In the space designated in the portfolio you should take course notes and complete activities as a part of the lecture.
- Once out of class you should review your notes for study so that you are able to enhance your team's portfolio. This might include personal reflection on how the topics inform your understanding of the material. Students can also include out of class research to enhance your entries.
- Discuss your portfolio with your team as a way of sharing knowledge. You will have time in class to do this sharing.
- Once the module is completed your team will be asked to review the portfolio entry of another group to provide feedback for improvement and to be inspired to improve your own team portfolio. You will be provided with a matrix that allows you to provide that feedback. Providing feedback to another group represents 5 points of your portfolio grade for each module. You have one week to submit your feedback.
- Some class time will be provided for this work but you may also need time outside of class to discuss issues with your team.

On-Line Quiz

You will have individual on-line quizzes for each module. The quizzes are to be completed individually and working with others in any way is will result in an academic honor code violation. You should not use your textbook or any other sources to complete the quiz. Quizzes will be timed for between 45 – 50 minutes depending on the question types. Your quizzes will be located in the course document section of Blackboard. The quizzes are self-graded and you will immediately receive a score when you complete the quiz. You will not see right or wrong answers until the quiz period has concluded. See the dates for the quizzes in the schedule below. While taking the quiz you will only get to answer one question at a time. You will not be able to go back to questions in the quiz after you have attempted to answers a question. If you have computer problems during the quiz you should try to email the instructor immediately. If you cannot email you should leave a message on my office telephone (334-3907). I will address the issue as soon a possible.

Team Feasibility Study

The main project in this course is the team feasibility study. This feasibility study will help you develop your entrepreneurial research skills, help you become more familiar with particular industries, and encourage you to develop ideas and present them to others. The work you do in the portfolio will be pulled together to build your feasibility study. The goal of the project is to create a sound idea and move through a process to ensure that the idea is an opportunity. You might also produce a feasibility study that spurs many other ideas or produces other venture opportunities. As a part of your Team Feasibility Study you are required to present your idea in front of a “mock” investment board. That presentation is due during the exam period on May 2, 2011. You will receive an information packet that outlines the Team Feasibility Study and Presentation.

	Grade book											
Module #	1	2	3	4	5	6	7	8	9	10	11	Total
Student Portfolio	25	25	25	25	25	25	25	25	25	25		250
On-Line Quiz	25	25	25	25	25	25	25	25	25	25		250
Team Feasibility Study											500	500
Total												1000

Total Points	Letter Grade
930-1000	<p>A</p> <p>Receiving an A in this course means that you have produced excellent work in the course. In order to receive this grade you will:</p> <ul style="list-style-type: none"> • Attend every session of the course. You must be on time for the course. • Have excellent evaluations from your team members. • Performed better than expected on work submitted in the course. A determination made by the faculty member. • Turn your assignments on or before the due date expected. • Produce work that exhibits informed creativity and innovation. • Show professionalism and respect in the course, toward the faculty members, students, and presenter for the course. • Followed course rules
900-929	A-

870-899	B+
830-869	B
800-829	B-
770-799	C+
730-769	C
700-729	C-
670-699	D+
600-669	D
000-599	F

Your Reading Material

1.Barringer and Ireland
 Entrepreneurship
 ISBN-10: 0136083536
 ISBN-13: 9780136083535

2.Fast Trac Booklet and Software
 Venture Planning Workbook 2004 Edition

Course Outline

Below is an outline of the content and activities in each unit of the course.

Course Home

- Course Syllabus
- Instructor Information
- Course Description
- Course Objectives
- Grade book
- Your Reading Material
- Policies
- Online Communications Guidelines
- Instructor's Office
- Email and AIM

Module 1: What is Entrepreneurship?

Reading: Barringer Chapter1,7,12

Module 2 : Feasibility Analysis Process

Reading Barringer Chapter 3,

Module 3 Opportunity Recognition & Entrepreneurial Research

Reading Barringer Chapter 2,

Module 4 : : Creating Your Idea – Preliminary Model

Reading Barringer Chapter 6,

Module 5 : Defining your Industry

Reading Barringer Chapter 5,

Module 6 : Market Who?

Reading

Module 7 : Financial Research

Reading Barringer Chapter 8, 10

Module 8 : Competitive Analysis

Reading TBA

Module 9 : Venture Structure and the Future

Reading Barringer Chapter 9,13,14,15

Module 10 : Just an Idea or an Opportunity?: Analysis

Readings TBA

Module 11 : Presentation

Schedule

Dates	Topics, Assignments, and Readings
January 10, 2011	Course Introduction
January 12, 2011	Module 1: What is Entrepreneurship
January 17, 2011	Dr. Martin Luther King Jr. Holiday
January 19, 2011	Module 1: What is Entrepreneurship <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between January 19 at 5pm – January 22 at 5pm.</i>
January 24, 2011	Module 2 : Feasibility Analysis Process
January 26, 2011	Module 2 : Feasibility Analysis Process
January 31, 2011	Module 2 : Feasibility Analysis Process <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between January 31 at 5pm – February 3 at 5pm.</i>
	Module 3 Opportunity Recognition & Entrepreneurial Research

February 2, 2011	Module 3 Opportunity Recognition & Entrepreneurial Research
February 7, 2011	Module 3 Opportunity Recognition & Entrepreneurial Research <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between February 7 at 5pm – February 10 at 5pm.</i>
February 9, 2011	Module 4 : : Creating Your Idea – Preliminary Model
February 14, 2011	Module 4 : : Creating Your Idea – Preliminary Model <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between February 14 at 5pm – February 17 at 5pm.</i>
February 16, 2011	Module 5 : Defining your Industry
February 21, 2011	Module 5 : Defining your Industry
February 23, 2011	Module 5 : Defining your Industry <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between February 23 at 5pm – February 26 at 5pm.</i>
February 28, 2011	Module 6 : Market Who?
March 2, 2011	Module 6 : Market Who?
March 7, 2011	Spring Break
March 9, 2011	Spring Break
March 14, 2011	Module 6 : Market Who? <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between March 14 at 5pm – March 17 at 5pm.</i>
March 16, 2011	Module 7 : Financial Research
March 21, 2011	Module 7 : Financial Research
March 23, 2011	Module 7 : Financial Research
March 28, 2011	Module 7 : Financial Research <i>Portfolio Entry Due by 11:59 pm</i>

	<i>On-line quiz to be completed between March 28 at 5pm – March 31 at 5pm.</i>
March 30, 2011	Module 8 : Competitive Analysis
April 4, 2011	Module 8 : Competitive Analysis
April 6, 2011	Module 8 : Competitive Analysis <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between April 6 at 5pm – April 9 at 5pm.</i>
April 11, 2011	Module 9 : Venture Structure and the Future
April 13, 2011	Module 9 : Venture Structure and the Future <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between April 13 at 5pm – April 16 at 5pm.</i>
April 18, 2011	Module 10 : Just an Idea or an Opportunity?: Analysis
April 20, 2011	Module 10 : Just an Idea or an Opportunity?: Analysis <i>Portfolio Entry Due by 11:59 pm</i> <i>On-line quiz to be completed between April 20 at 5pm – April 23 at 5pm.</i>
April 25, 2011	Special Presentation – Sharpen Your Presentation Skills
April 28, 2011	Feasibility Study Due by 5pm and must be delivered to my office
May 2, 2011 3:30pm – 6:30pm	Final Presentations

*See UNCG Final Exam Schedule for date of presentation. You will be informed of the presentation schedule during the course. Your team will sign up for a time to present in from of your Board of Investors. Once your team sign up for a time you will be instructed where to meet on the day of final exams. You must dress professionally for your presentation.

Policies

Instructor's Grading Criteria/Timetable: All course projects will be graded within one week of their due date. Late projects will not be accepted for the course. Please review the instructions and the due dates on the calendar. Late work will not be accepted.

Naming Conventions: In order to facilitate the tracking of correspondence with the instructor, please use the following naming conventions (username is your UNCG username-assignment module #).

- **Email Subject Lines:** Please start your subject lines in email correspondence with Course & section username: SUBJECT_OF_MESSAGE

Extenuating Circumstances: If you have extenuating circumstances related to this course you should contact the instructor immediately by email. Just because you have an extenuating circumstance does not mean that you will be allowed to make up assignments or negate the impact of not attending a class. You will be given consideration for legal medical or psychological reasons that have been formally documented. If you have extenuating circumstances that prevent you from completing projects, exams or participating in the class, please contact the instructor to make alternative arrangements. The possibility of alternative arrangements is at the discretion of the instructor. Active communication is the key to overcoming any hurdles you may encounter during the term.

Attendance Policy: Students must come to every session of this course. If you are absent from class you will miss 5 points of your final grade for each class missed. After 3 missed classes you will be automatically dropped from the course. Information missed while you are absent from class will not be reviewed. If you miss class you may be prevented from participating in future class activities and assignments. You will be given consideration for legal medical or a psychological reason that have been formally documented but that does not mean that you will not have penalties associated with your final grade.

Online Communications Guidelines

Netiquette

Often interactions for this course are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in any form of communication. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online.

A Few Rules of Thumb

Wait to respond to a message that upsets you and be careful of what you say and how you say it.

Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.

Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!

Use boldface and italics sparingly, as they can denote sarcasm.

Keep messages short and to the point.

Always practice good grammar, punctuation, and composition. This shows that you've taken the time to craft your response and that you respect your classmates' work.

Be respectful and treat everyone as you would want to be treated yourself.

Use spell check!

Course Portfolio

Your course Portfolio is located in Blackboard and is labeled "Team Portfolios". Please make sure that review the procedures for using the portfolio. Make sure to edit your work. For each module you will be asked to upload your portfolio entry into Blackboard. With each new entry you should upload the whole revised documents. Do not add entries after the module is closed and completed.

Make sure your writing is clear. Refer to specific passages or ideas in the course or text that have sparked your interest.

Make sure your contribution adds something new to the material presented to you in class.

Make your posting clear and easy to follow by dividing longer messages into paragraphs.

Use correct spelling, capitalization, grammar, syntax, and punctuation.

Paper Submissions

APA manuscript style dictates how your paper should appear on the page.

There are two types of APA manuscripts: copy manuscripts (those submitted for publication) and final manuscripts (those not submitted for publication). Copy manuscripts are much more formal and may contain multiple sections. Specifically, they will have an abstract (a one-paragraph summary of the paper). The papers you produce for this class will be final manuscripts. Unlike copy manuscripts, final manuscripts do not, unless specifically required by an instructor, require an abstract. They do include:

- A title page
- The paper itself (the "discussion")
- A references page

A title page contains three items: a running head (a short version of the title), the paper's title, and the author's name. Traditionally, the author's affiliation (the university he or she attends or works for) appears below the author's name; however, many college instructors prefer students to put the course and section number in this place (since we all know which institution we are at). The running title appears in the top right corner of every

page, including the title page, right before the page number. The title, the author's name, and the author's affiliation (or course and section number) appear in the center of the title page.

Formatting the discussion, or body, of the paper, is also quite straightforward. APA final manuscripts are generally double-spaced (unless your instructor requests otherwise). As mentioned above, the running head appears in the top right corner of each page, right before the page number. The full title also appears, but only on the first page of the discussion. For subsequent pages, the running head is the only "title" present. New paragraphs should be indented (which is the default setting for the Tab key) and there should not be an extra blank line between paragraphs.

The last thing required is the references page. This page, like the others, has the running head and page number in the upper-right hand corner. Sources should be alphabetized by the author's last name (or, for sources without authors, by the first letter in the title) and the second line of each source should be indented a half inch (the first line is not indented).

Here are a few additional formatting standards to keep in mind:

- Use standard margins: 1" on all sides.
- Use standard 12-point font size.
- Use standard double-spacing: average of 22 lines per page, and between 20 and 24 lines per page.
- Use left-aligned text. Do not right-justify.
- There should be no subtitles or spaces between paragraphs within the paper.
- When citing a quote of more than four lines, you should indent the entire quoted passage 10 spaces from the left margin. It is not necessary to indent these block quotes from the right margin. Continue with the usual double-spacing, and give the usual acknowledgements at the end of the quote. Block quotes do not require quotation marks.