

University of North Carolina at Greensboro  
Bryan School of Business and Economics  
Department of MEHT  
Fall 2015

ENT 300 Ideas to Opportunities: Feasibility Analysis  
2:00-3:15pm Monday & Wednesday, Bryan Building, Room 213

**Professor:** Dr. Dianne Welsh

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**Office Hours:** 12:00-2:00 pm M-W, and by appointment

**CREDITS:** 3

**PREREQUISITES:** ENT/FIN 200 Entrepreneurial Finance for non-business students or ACC 201 Financial Accounting for business students.

**FOR WHO PLANNED:** This is a required building block course to be taken before the building block ENT 336 Business Plan.

**COURSE DESCRIPTION:** This course provides the knowledge and skills to develop a feasibility plan for your new business venture, which will be the basis for you to develop a business plan.

**REQUIRED TEXT:** 1. Barringer, B.R., & Ireland, R.D. (2016). *Entrepreneurship: Successfully launching new ventures (5th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall and accompany materials. ISBN: 9780133797190 Loose Leaf ISBN: 9780133974133

**NOTE YOU WILL NEED THE 5<sup>TH</sup> EDITION FOR THIS CLASS (NEWEST).** Or go to [www.coursesmart.com](http://www.coursesmart.com) Once you get to this site they will need to either enter the title, ISBN, or author to pull up this book. Once you find the correct title, they will be able to purchase this directly. This site does NOT take financial aid and will provide you with the full national copy of the text (just meaning all chapters). Approx. \$83 for this version.

**REQUIRED SOFTWARE (USED IN ENT 300):** See the Canvas site for the template for the feasibility analysis and also the financial section software.

**REQUIRED ENTREPRENEURIAL PROPENSITY SCALE:** Please take the Entrepreneurial Propensity survey **BUT TO GET CREDIT, BE SURE TO INCLUDE YOUR NAME ON THE SURVEY AT THE BEGINNING AND THE END OF THE CLASS.** Here's the

link: [https://uncg.qualtrics.com/SE/?SID=SV\\_c03o3IOra7jvBNX](https://uncg.qualtrics.com/SE/?SID=SV_c03o3IOra7jvBNX)

Please take the survey (10-15 min.) at the start of the semester before the class starts preferably but no later than the first week of class, and during the last week of class. If requested, I can give you your individual scores to see if your propensity to be an entrepreneur has gone up. If you are taking this for more than one class, be sure to check all the classes you are in so you don't have to take it more than once at the beginning and end of the semester.

**FEASIBILITY ANALYSIS LIBRARY:** Bryan 329 houses a library of past classes Feasibility Analysis

for your team to look at to give you a better idea of what the final product looks like! Your team's final 3-ring feasibility analysis will be added to this collection so be sure and make a copy for yourself to keep for interviews and future use in the ENT/BUS 336 Business Plan. We keep the original in the library. We prefer a white with plastic sleeve for your cover and spine 3-ring binder (1 inch usually) with tab dividers (usually takes 2 packages).

#### **COURSE OBJECTIVES:**

- Assess your decision to become an entrepreneur.
- Evaluate your own entrepreneurial tendencies.
- Appraise what it takes for a business idea to become successful.
- Analyze the process of moving an idea to an entrepreneurial firm.
- Develop an understanding of managing and growing an entrepreneurial firm.
- Predict the impact of internal and external environmental factors on managerial decision-making.
- Interpret market and industry research to identify new business opportunities.
- Design an ideal team of founders, advisors, and human resources.
- Develop and analyze a cash flow budget to identify problems and timing of cash infusion.
- Identify government regulations impacting a new business.
- Evaluate the legal forms of business ownership.
- Identify basic protections of intellectual property.
- Incorporate the components of product/service feasibility, industry/market feasibility, organizational feasibility, and financial feasibility into the new venture feasibility report.
- Exhibit team leadership and follower ship skills.
- Use effective verbal and written communication.
- Justify ethical positions related to business ownership.
- Assess the need for change and flexibility in your decision-making.
- Practice networking and develop business relationships.

#### **EXPECTATIONS:**

My goal is that you become a successful, educated entrepreneur who can seize an opportunity, deal with ambiguity, run with the ball when it makes sense, and grow your venture to success by the time you finish your Entrepreneurship courses.

**Welcome to my class and I look forward to teaching you this semester.**

For a full description of the Bryan School expectation and guidelines, see [http://bae.uncg.edu/assets/faculty\\_student\\_guidelines.pdf](http://bae.uncg.edu/assets/faculty_student_guidelines.pdf)

As **teacher** I PROMISE to:

1. Come prepared to every class with well thought-out presentation
2. Design my class so you can accomplish my objectives listed in the syllabus
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.

5. Revisit an exam question if you have a concern.
6. Be available at my office or at home up until 9 pm. for calls.
7. Respond to email within 24 hours except holidays and weekends unless there is a problem with internet connections. I check my email regularly during the day.
8. I will honor my office hours.

As **students** you PROMISE to:

1. Come prepared to every class by reviewing previous notes and having completed assignments.
2. Complete all work on time with proper thought.
3. Consider it is not always my fault if you don't understand the material.
4. Treat others and me with respect.
5. Ask questions when you don't understand. Asking questions is a sign of maturity, not ignorance.
6. Understand that I am not trying to "nit-pick" when I grade your Feasibility Analysis Report.

However, being a successful entrepreneur requires clear communication and full development of ideas.

### Evaluation and Grading Policy:

A+	98% - 100%	401.8 - 410			
A	93% - 97%	401.7 - 381.3	C	73% - 77%	319.7 - 299.3
A-	90% - 92%	381.2 - 369	C-	70% - 72%	299.2 - 287
B+	88% - 89%	368.9 - 360.8	D+	68% - 69%	286.9 - 278.8
B	83% - 87%	360.7 - 340.3	D	63% - 67%	278.7 - 258.3
B-	80% - 82%	340.2 - 328	D-	60% - 62%	258.2 - 246
C+	78% - 79%	327.9 - 319.8	F	<60%	<246

Team Assignments	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
Formal Memorandum		7	Team	1.70%	
New Business Feasibility Report		150	Team	36.59%	
New Business Feasibility Presentation		40	Team	9.75%	
<b>Individual Assignments</b>					
Canvas Logon and Discussion		5	Individual	1.22%	

Board w/initial resume or bio posted					
Revised Resume for Feasibility Analysis in Canvas and in Feasibility Report		5	Individual	1.22%	
Entrepreneurial Propensity Survey taken at Beginning and End of Semester		6	Individual	1.45%	
Exam 1	Ch. 1,2,3,5,6 59 questions	59	Individual	14.40%	
Exam 2	Ch. 7,8,10, 12, 15 75 questions	75	Individual	18.30%	
Class Attendance & Participation	28 class periods@ 2 points plus 7 pts. Prof. discretion	63		15.37%	
<b>TOTAL</b>		<b>410</b>		<b>100%</b>	

### **Professor Discretion Points**

0-7 points are given for going **over and above** in and out of class. For example, team leader, exemplary assistance in helping others with understanding concepts, exemplary assistance in case evaluations, exemplary assistance to families, exemplary class participation, etc.

### **Academic Integrity Policy**

Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. The link to UNCG's academic integrity policy is:

<http://academicintegrity.uncg.edu/complete/>

### **Faculty and Student Guidelines**

Please familiarize yourself with the Bryan School's *Faculty and Student Guidelines*. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is:

[http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

### **Attendance Policy**

Participation points are given to each class for attendance. To earn these points, you must be in attendance when role is taken and stay for the entire class period. If you are not in class or are not in attendance when the role is taken and there for the entire class period, you will earn 0 points. If you attend the entire time and are there when role is taken and participate minimally, you earn 1 point. If you fully participate by attending the entire time, there when role is taken, as well as enter as an active participant in class discussions, group assignments, and assist your teammates, you will earn 2 points.

**Late Work Penalty**

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis. If an exception is granted, there will be a 25% point subtraction for each day the assignment is handed in late.

**Religious Observances**

1. The University allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.
2. Students must notify the instructor of absences two weeks in advance of the date of the religious observance. Also, it is required that the nature of the religious observance is specified and the student's participation be confirmed in writing by an official of the religious organization.
3. When appropriate notice is given above as specified under point two above, the student will be granted at least two excused absences under this policy and will be allowed to make up work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, the student is required to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, the instructor maintains authority to establish and enforce the attendance policy for this course.
4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

**Calendar**

DATE	TOPIC	TEXT	HOMEWORK DUE
August 17	<p><b>DECISION PHASE</b> Class Overview, In-Class Networking and Teams Formed</p> <p><b>Dianne Welsh &amp; Steve Cramer, Business Librarian,</b> Introductions</p>		<p>Login to Canvas and enter into the Discussion board on your major, work experience, resume and respond to two posts and idea due August 17 <b>by 2 pm</b> <b>You will be forming groups this class period so you must read Canvas Discussion Board and come to class with a</b></p>

			<b>possible team member list of 5 students with similar idea interest.</b>
August 19	Introduction to Entrepreneurship	Ch. 1	Idea Discussion Formal Memorandum including action plan and team contract due no later than Friday, August 21 <b>before noon-all other due dates are on Thursday</b>
August 24	<b>IDEA PHASE</b> Recognizing Opportunities, Generating Ideas	Ch. 2	
August 26	Feasibility Analysis	Ch. 3	
August 31	Industry and Competitor Analysis	Ch. 5	Enjoy
September 2	Writing a Business Plan	Ch. 6	Sections 1.0 Company Summary and 2.0 Product/Service Feasibility due no later than <b>Noon September 3</b>
September 7	Labor Day No Classes		
September 9	<b>Exam 1 Review (Ch. 1,2,3,5,6)</b>		
September 14	Exam 1 (Ch. 1,2,3,5,6)		
September 14	Kim Gatling, Partner, Smith Moore Leatherwood	Intellectual Property and Social Media	5:30-6:30 pm Reception following +5 extra credit
September 16	Research workshop Part I with <b>Steve Cramer</b>		Sections 3.0 The Market and improvements to 1.0 and 2.0 Feasibility Analysis Report due in Canvas-September 17 <b>before noon</b>
September 21	<b>IDEA TO FIRM</b> Ethics and Legal	Ch. 7	
September 23	Assessing Financial Strength and Viability	Ch. 8	Section 4.0 Price & Profitability and improvements to 1.0,2.0,3.0

			Feasibility Analysis Report due in Canvas-Sept. 24 <b>before Noon</b>
September 28	<b>FORMATION PHASE</b> Getting Financing or Funding	Ch. 10	
September 30	Resume Building Workshop with Linda Pollock, Career Services		Individual Resumes due in Canvas- October 1 <b>before Noon</b> Include in your Appendix under Section A for the final report
October 5	<b>MANAGEMENT AND GROWTH PHASE</b> Intellectual Property	Ch. 12	
October 7	Franchising	Ch. 15	Final Financial Spreadsheet due- all sections
October 12	<b>No class – Fall Break</b>		Enjoy!
October 14	<b>Exam 2 Review</b>		
October 19	Exam 2 (Ch. 7,8,10, 12,15 )		
October 21	<b>RESEARCH WORKSHOP PART 2 with Steve Cramer</b>		
October 26	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		Section 5.0 Plan for Further Action and improvements to all other sections Feasibility Analysis due in Canvas- October 29 <b>before Noon</b>
October 28	<b>APA workshop with Steve Cramer and Dianne Welsh</b>		
November 2	<b>APA CHECK AND CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Dianne Welsh</b>	Groups working with entrepreneurs- you must email them the electronic copy with all appendices etc. by November 5 at <b>noon</b> and copy me on the email.	References, Appendix and improvements to all other sections Feasibility Analysis due in Canvas November 5 <b>before Noon</b> so we can proof in class <b>BRING HARD COPY OF REFERENCES TO CLASS-1 PER TEAM</b>
November 4	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		
November 9	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		

November 11	Feasibility Analysis Report Presentations 1) 2)		Final Report Due hard copy, Canvas copy due in one Word Doc (except for 2 excel spreadsheet attachments to attach separately) on November 12 <b>before noon</b>
November 16	Feasibility Analysis Report Presentations 3) 4)		Peer evaluation (% for each team member on their share of the work including your %). CD due at presentation time with feasibility analysis binded.
November 18	Feasibility Analysis Report Presentations 5) 6)		Peer evaluation (% for each team member on their share of the work including your %). CD due at presentation time with 3 ring notebook.
November 23	Feasibility Analysis Report Presentations 7) 8)		Peer evaluation (% for each team member on their share of the work including your %). CD due at presentation time with 3 ring notebook.
November 25	THANKS GIVING HOLIDAY-NO CLASS		<b>ENJOY</b>
November 30 Last Day of Class	Feasibility Analysis Report Presentations 9) if needed 10) if needed		Peer evaluation (% for each team member on their share of the work including your %). CD due at presentation time with 3 ring notebook.



**\*Speakers in bold and italics are guest speakers outside of class**