

University of North Carolina at Greensboro  
Bryan School of Business and Economics  
Department of Business Administration  
Fall 2013

ENT 300 Ideas to Opportunities: Feasibility Analysis  
2:00-3:15pm Bryan Building, Room 132

**Professor:** Dr. Dianne Welsh

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**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. (2011). *Entrepreneurship: Successfully launching new ventures (4th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall and accompany materials. ISBN 10: 0132555522 / 0-13-255552-2

ISBN 13: 9780132555524 **NOTE YOU WILL NEED THE 4<sup>TH</sup> EDITION FOR THIS CLASS (NEWEST).** The template for the feasibility analysis is on blackboard. Please download this and bring it to the first class.

**RESEARCH SUPPORT:** This class requires substantial research. Steve Cramer, the UNCG Business Librarian, will be in class to support your research work, and is happy to answer questions and provide research consultations outside of class time. Our research guide is <http://uncg.libguides.com/ent300>. That guide also lists options for contacting Steve.

**REQUIRED ENTREPRENEURIAL PROPENSITY SCALE:** Please take the Entrepreneurial Propensity survey. 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. You **MUST** put your name on the survey to get the points so I can record you did it. There is no right or wrong answers. It is worth 5 total points IF you take both the surveys.

**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 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	93%-100%	410 – 381.3	C	73% - 76%	315.6 – 299.3
A-	90% - 92%	381.2 – 369	C-	70% - 72%	299.2 – 287
B+	87% - 89%	368.9 – 356.7	D+	67% - 69%	286.9 – 274.7
B	83 - 86%	356.6 – 340.3	D	63% - 66%	274.6 – 258.3
B-	80% - 82%	340.2 – 328	D-	60% - 62%	258.2 – 246
C+	77% - 79%	327.9 – 315.7	F	<60%	<246

Team Assignments	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
Formal Memorandum (Agreement and Action Plan)		10	Team	2.44%	
New Business Feasibility Report		150	Team	36.59%	
New Business Feasibility Presentation		40	Team	9.75%	
<b>Individual Assignments</b>					
Blackboard Logon and		5	Individual	1.22%	

Discussion Board					
Resume in Blackboard and in Feasibility Report		5	Individual	1.22%	
Entrepreneurial Propensity Survey taken at Beginning and End of Semester(you must include your name to get the points)		5	Individual	1.22%	
Exam 1	Ch. 1,2,3,4 45 questions	45	Individual	10.98%	
Exam 2	Ch. 5,6,8 45 questions	45	Individual	10.98%	
Exam 3 (Final)	Ch. 7,12,15 45 questions	45	Individual	10.98%	
Class Attendance & Participation	28 class periods@ 2 points plus 4 pts. Professor discretion	60		14.63%	
<b>TOTAL</b>		<b>410</b>		<b>100%</b>	

#### **Professor Discretion Points**

0-4 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 helping others with computer issues in connection with the class, team compiler and poster on blackboard, 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
Mon Aug 19	<b>DECISION PHASE</b> Class Overview, In-Class Networking and Teams Formed  Introductions		Login to Blackboard and enter into the Discussion board on your major, work experience, resume and respond to two posts and idea due <b>August 19 by 5 pm</b>
Wed Aug 21  <b>Drop/Add</b>	Introduction to Entrepreneurship  <b>IDEA PHASE</b> Recognizing Opportunities, Generating Ideas	Ch. 1  Ch. 2	Idea Discussion Formal Memorandum including action plan and team contract due no

<b>deadline is Aug 23</b>			later than Friday, <b>August 21 before Noon-all other due dates are on Thursday</b>
Mon Aug 26	<b>SCORE DAY-Introductions, How to Work with YOUR Business Adviser</b>		
Wed Aug 28	Feasibility Analysis Writing a Business Plan	Ch. 3 Ch. 4	
Mon Sept 2	<b>Labor Day!</b>		Enjoy!
Wed Sept 4	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		Sections 1.0 Company Summary and 2.0 Product/Service Feasibility due no later than <b>Noon September 5</b>
Mon Sept 9	Exam 1 Review (Ch. 1,2,3,4)	Realtimepublisher s.com (played in class) pending time for review	
Wed Sept 11	Exam 1 (Ch. 1,2,3,4)		
Mon Sept 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 Blackboard- <b>September 19 before Noon</b>
Tues Sept 17	Linda Pollock-Bryan Career Services resume prep (quick 15 min individual reviews) Drop in 10 am-2 pm	Bryan 225	<b>Must sign in to get +2 bonus points (one time only)</b>
Wed Sept 18	Resume Workshop  Linda Pollock-Bryan Career Services resume prep (quick 15 min individual reviews) Drop in.	Maple Room EUC 12-1 pm OR 5-6 pm  Bryan 225 10am-2pm	<b>Must sign in to get +2 bonus points (one time only)</b> Individual Resumes due in Blackboard- <b>September 19 before Noon</b>
Wed Sept 18	Industry and Competitor Analysis Business Model	Ch. 5 Ch. 6	

Mon Sept 23	Financial Analysis	Ch. 8 pp. 333-334	
Wed Sept 25	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		
Wed Sept 25 <b>EXTRA CREDIT</b>	<b>Entrepreneur Extraordinaire: Brandi Tysinger-Temple Lolly Wolly Doodle Founder and CEO</b>	Bryan 122 5:30-6:30	MUST sign in To earn <b>+5 bonus points</b> and stay entire time
Mon Sept 30	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE and Steve Cramer</b>		Section 4.0 Price & Profitability and improvements to 1.0,2.0,3.0 Feasibility Analysis Report due in Blackboard- <b>October 3 before Noon</b>
Wed Oct 2	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		
Mon Oct 7	Exam 2 Review		
Wed Oct 9	Exam 2 (Ch.5,6,8, p. 333-334 )		
Mon Oct 14	<b>No class – Fall Break</b>		Enjoy!
Wed Oct 16	<b>FORMATION PHASE</b> Ethics & Legal Intellectual Property	Ch. 7  Ch. 12	
Mon Oct 21	SPEAKER: <b>Crawford’s Creations Founder</b>		
Wed Oct 23	Research Workshop Part 2 with <b>Steve Cramer</b>		
Mon Oct 28	<b>MANAGEMENT AND GROWTH PHASE</b> Franchising	Ch. 15	
Wed Oct 30	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE</b>		Section 5.0 Plan for Further Action, References, Appendices and improvements to all other sections Feasibility Analysis due in Blackboard- <b>October 31 before Noon</b>
Mon Nov 4	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		
Wed Nov 6	<b>CLASS WORK DAY:</b> Team Meetings with <b>SCORE &amp; Steve Cramer</b>		Final Report Due hard copy, Blackboard copy

			due in one Word Doc (except for 2 excel spreadsheet attachments) <b>on November 7 before noon</b> along with the peer evaluation (% for each team member on their share of the work). CD due at presentation time.
Mon Nov 11	Feasibility Analysis Report Presentations <b>Den Mother Do Girl Cleaning Service</b> <b>Wake City Wakepark</b>		
Wed Nov 13	Feasibility Analysis Report Presentations <b>Green Team</b> <b>Dream Retail</b>		
Mon Nov 18	Feasibility Analysis Report Presentations <b>Gigi's Smoothie Soiree, Inc</b> <b>SERVE</b>		
Wed Nov 20	Feasibility Analysis Report Presentations <b>Spartan Trader Music</b> <b>Nanoscience Cosmetic Company</b>		
Wed Nov 20 <b>EXTRA CREDIT</b>	<b>What CAN'T You Do with an Entrepreneurship Major?</b> <b>Panel of Entrepreneurs</b>	Bryan 122 5:30-6:30 No class 2-3:15	MUST sign in To earn <b>+5 bonus points</b> and stay entire time
Mon Nov 25	Review for 3 <sup>rd</sup> Exam (Final) (Ch. 7, 12, 15)		
Wed Nov 27	Thanksgiving Break!		Enjoy!
Mon Dec 2 Last Day of Class	3 <sup>rd</sup> Exam (Ch. 7,12,15)		
Mon Dec 9	3 <sup>rd</sup> Exam (Ch. 7,12,15) back up date if presentations are not over in time to give the last day of class		Exam 7:00pm-10:00pm <b>You must be present at the beginning of the finals class time to take the exam</b>

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