

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of MEHT
Fall 2016

ENT 300 Ideas to Opportunities: Feasibility Analysis

2:00-3:15pm Monday & Wednesday, Bryan Building, Room 213

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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. (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 5TH EDITION FOR THIS CLASS (NEWEST). Or go to 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_c03o3IOra7ivBNX

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

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+	401.8 - 410		
A	401.7– 381.3	C	319.7 – 299.3
A-	381.2 – 369	C-	299.2 – 287
B+	368.9 – 360.8	D+	286.9 – 278.8
B	360.7 – 340.3	D	278.7 – 258.3
B-	340.2 – 328	D-	258.2 – 246
C+	327.9 – 319.8	F	<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%	
Individual Assignments					

Canvas Logon and Discussion Board w/initial resume or bio posted		5	Individual	1.22%	
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%	
TOTAL		410		100%	

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

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.

Extra Credit

+5 points-attend 2 different panels (45 min. each)

Monday August 29-Bryan Back to Business

The event will be held on Monday, August 29th and will consist of several repeating panels on various topics related to career success and/or attending grad school. Please see [here](#). You must sign the sign-up sheets to get credit.

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 22	DECISION PHASE Class Overview, In-Class Networking and Teams Formed		Login to Canvas and enter into the Discussion board on your major, work experience,

	Dianne Welsh & Steve Cramer, Business Librarian, Introductions		resume and respond to two posts and idea due August 24 by 12 noon You will be forming groups on August 24 so you must read Canvas Discussion Board and come to class with a possible team member list of 5 students with similar idea interest.
August 24	Introduction to Entrepreneurship External Pitches by Community Members	Ch. 1	Final team lists due in class with name, email, phone, major/minor to turn in on paper and to share with all members of the team-sit with your team rest of semester Formal Memorandum including action plan and team contract due no later than Friday, August 26 before noon-all other due dates are on Thursday
August 29	IDEA PHASE Recognizing Opportunities, Generating Ideas	Ch. 2	Idea Discussion
August 31	Feasibility Analysis	Ch. 3	Sections 1.0 Company Summary and 2.0 Product/Service Feasibility due no later than Noon September 1
September 5	Labor Day No Classes		Enjoy
September 7	Industry and Competitor Analysis	Ch. 5	
September 12	Writing a Business Plan	Ch. 6	
September 14	Exam 1 Review (Ch. 1,2,3,5,6)		

September 19	Exam 1 (Ch. 1,2,3,5,6)		
September 21	Research workshop Part I with Steve Cramer, Business Librarian		Bring Laptops to class
September 26	IDEA TO FIRM Ethics and Legal	Ch. 7	
September 28	Assessing Financial Strength and Viability	Ch. 8	Sections 3.0 The Market and improvements to 1.0 and 2.0 Feasibility Analysis Report due in Canvas- September 29 before noon
October 3	FORMATION PHASE Getting Financing or Funding	Ch. 10	
October 5	CLASS WORK DAY: Team Meetings with Business Experts & Steve Cramer		Section 4.0 Price & Profitability, SCORE Spreadsheet first time and improvements to 1.0,2.0,3.0 Feasibility Analysis Report due in Canvas- Oct. 6 before Noon
October 10	Resume Building Workshop with Career Services		
October 12	MANAGEMENT AND GROWTH PHASE Intellectual Property	Ch. 12	Individual Resumes due in Canvas- October 13 before Noon Include in your Appendix under Section A for the final report
October 17	No Class – Fall Break		Enjoy!
October 19	Franchising	Ch. 15	Final SCORE Financial Spreadsheet due and revisions of sections- Oct. 20 before Noon
October 24	Exam 2 Review		
October 26	Exam 2 (Ch. 7,8,10, 12,15)		
October 31	Research Workshop Part II with Steve Cramer		Bring Laptops to Class
November 2	APA Workshop with Dianne Welsh		Bring Laptops to Class Section 5.0 Plan for Further Action and revisions to all other sections of

			Feasibility Analysis due in Canvas- November 3 before Noon
November 7	Welsh CLASS WORK DAY: Team Meetings with Business Experts APA Check of Hard Copy of References with Dianne Welsh and Steve Cramer		BRING HARD COPY OF REFERENCES TO CLASS-1 PER TEAM Bring Laptops to Class
November 9	CLASS WORK DAY: Team Meetings with Business Experts	Groups working with entrepreneurs- you must email them the electronic copy with all appendices etc. by November 10 at noon and copy me on the email.	References, Appendix and improvements to all other sections Feasibility Analysis due in Canvas November 10 before Noon so we can proof in class Bring Laptops to Class
November 14	CLASS WORK DAY: Team Meetings with Steve Cramer, Noah Reynolds, Coleman Executive in Residence, and Business Experts		Bring Laptops to Class
November 16	CLASS WORK DAY: Team Meetings with Steve Cramer and Business Experts		Bring Laptops to Class Final Report Due hard copy, Canvas copy due in one Word Doc (except for 2 excel spreadsheet attachments to attach separately) on November 17 before noon
November 21	CLASS WORK DAY: Team Meetings with Steve Cramer and Business Experts		Bring Laptops to Class
November 23	No Class-Thanksgiving Holiday		Enjoy!
November 28	Feasibility Analysis Report Presentations 1) 2)		Peer evaluation (% for each team member on their share of the work including your %). Due at presentation time with feasibility analysis in 3 ring notebook for later binding-Repeated for all groups below

November 30	Feasibility Analysis Report Presentations 3) 4)		
December 5	Last Day of Class Feasibility Analysis Report Presentations 5) 6)		
December 12	3:30–6:30 P.M. Final Exam Period Feasibility Analysis Report Presentations 7) 8) 9) 10)		

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