

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality, and Tourism
Spring 2019

ENT/BUS 300 Ideas to Opportunities: Feasibility Analysis
6:00-8:50pm Tuesday, SOEB (School of Education Building), Room 118

Course Coordinator: Dr. Dianne Welsh, dhwelsh@uncg.edu, (336) 256-8507
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Office Hours: 5:00-6:00 Tuesdays before class 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

REQUIRED SOFTWARE (USED IN ENT 300): See the Canvas site for the *Template for the Feasibility Analysis Plan (Word)* and also for (*Excel*) Templates for the financial sections.

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	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
Team Contract (3) & Team Action Plan (4)		7	Team	1.70%	
New Business Feasibility Analysis Report (150)		150	Team	36.59%	
New Business Feasibility Analysis Presentation (35) & Peer Review (5)		40	Team	9.75%	
Individual Assignments					
Canvas Logon and Discussion Board (2) w/initial		5	Individual	1.22%	

resume or bio posted (3)					
Revised Resume for Feasibility Analysis in Canvas and in Feasibility Report (5)		5	Individual	1.22%	
Entrepreneurial Propensity Survey taken at Beginning (3) and End (3) of Semester		6	Individual	1.45%	
Exam 1 (59)	Ch. 1,2,3,5,6 59 questions	59	Individual	14.40%	
Exam 2 (75)	Ch. 7,8,10,12,15 75 questions	75	Individual	18.30%	
Class Attendance & Participation (63)	14 class periods@ 4 points plus 7 pts. Prof. discretion	63		15.37%	
TOTAL		410		100%	

****EXTRA CREDIT POINTS available as Posted during the Semester**

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.

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	CLASS TOPIC	*ASSIGNMENT DUE*
<p>(1) Tuesday January 15</p> <p>Session A</p>	<p>Class Overview, In-Class Networking and Team Formation Begins</p> <p>Steve Cramer, Business Librarian, Introduction and How to Plan you research</p> <p>**You will be forming groups this class period and the next so you must use the Discussion Board and come to class with a possible team member list of 5 students with a similar idea or interest.</p>	<p>*3 points* <u>Login to Canvas & post Resume in Resume Folder</u></p> <p>*2 points* <u>Login to Canvas & post on the Discussion Board; your business idea, major, work experience & Respond to two other posts</u></p> <p>due by 9 PM Thur. Jan. 17</p>
<p>Session B</p>	<p><i>Read Text Ch. 1 Introduction to Entrepreneurship</i></p> <p>https://ife.qualtrics.com/form/SV_c03o3IOra7jvBNX (entrepreneurial propensity survey link for 1st time)</p>	<p>*3 points* <u>Entrepreneurial Propensity Survey 1st</u></p> <p>due by 9 PM Thur. Jan. 17</p>
<p>Friday Jan. 18</p>	<p>Deadline to Drop Course</p>	
<p>(2) Tuesday January 22</p> <p>Session A</p>	<p><i>Read Text Ch. 2 Recognizing Opportunities, and Generating Ideas</i></p> <p><i>*Review Requirements for Team Contract</i> <i>*Review Requirements for Team Action Plan</i></p>	<p>FINAL GOUPS ARE FORMED</p> <p>*3 Points* <u>Team Contract</u></p> <p>*4 Points* <u>Team Action Plan</u></p> <p>due by 9 PM Sun. Jan. 27</p>
<p>Session B</p>	<p><i>Read Text Ch. 3 Feasibility Analysis</i> <i>*Review Requirements of Section 1 Feasibility Analysis</i></p>	
<p>(3) Tuesday January 29</p> <p>Session A</p>	<p><i>Read Text Ch. 5 Industry and Competitor Analysis</i></p> <p><i>*Review Requirements of Section 2 Feasibility Analysis</i></p>	
<p>Session B</p>	<p>RESEARCH WORKSHOP PART 1 – Target Market & Industry Analysis with Steve Cramer - Research Librarian</p>	<p>*15 Points*</p> <p><u>Sections 1.0</u> <u>“Concept Statement/New Venture Summary”</u></p> <p>due by 9 PM Sun. Feb. 3</p>

(4) Tuesday February 5 Session A	Read Text Ch. 6: Writing a Business Plan	
Session B	*Review for Exam 1(Ch. 1,2,3,5,6)	
(5) Tuesday February 12 Session A	Group Work Time	
Session B	*59 Points* <u>Exam 1 (Ch. 1,2,3,5,6)</u>	*35 Points* Section 2.0 <u>"Target Market & Industry Analysis,"</u> and improvements to Section 1 due by 9 PM Sun. Feb. 17
(6) Tuesday February 19 Session A	<i>Read Text Ch. 8: Assessing a New Venture's Financial Strength and Viability</i>	
Session B	<i>*Review Requirements of Section 3 Feasibility Analysis</i>	
(7) Tuesday February 26 Session A	RESEARCH WORKSHOP PART 2- Financial Benchmarks with Steve Cramer - Research Librarian	
Session B	<i>Read Text Ch. 10: Getting Financing or Funding</i> <i>*Review Sources of Debt and Equity Financing for class discussion (will help with improvements to Section 5)</i>	*25 Points* Sections 3.0 * <u>"Product or Service Detailed Description"</u> and improvements to Sections 1,2 due by 9 PM Sun. Mar. 3
Fri. March 11 March 4-8	Last day to Drop from a Course without a "W" -----Spring Break-----	SPRING BREAK WEEK

<p>(8) Tuesday March 12</p> <p>Session A</p>	<p><i>Read Text Ch. 7: Preparing the Proper Ethical & Legal Foundation</i></p>	
<p>Session B</p>	<p><i>*Review Requirements of Section 4 Feasibility Analysis</i> <i>*Review SCORE XLS Template Instructions</i></p>	
<p>(9) Tuesday March 19</p> <p>Session A</p>	<p><i>Read Text Ch. 12: The Importance of Intellectual Property</i></p>	
<p>Session B</p>	<p><i>*Review Financial Sections with Individual Groups</i></p>	<p>*35 Points*</p> <p><u>Section 4.0 *</u> <u>“Price & Profitability”</u> and Improvements to Sections 1,2,3</p> <p><i>due by 9 PM</i> <i>Sun. Mar. 24</i></p>
<p>(10) Tuesday March 26</p> <p>Session A</p>	<p>Read Text Ch. 15: Franchising</p>	
<p>Session B</p>	<p><i>*Review Requirements of Section 5 Feasibility Analysis</i> <i>*Proper Documentation of References (APA standards)</i></p>	<p>*5 Points*</p> <p><u>Revised Individual Resumes</u> <i>*Must be reviewed by Career Services*</i> Include in the Appendix Sec 6 of Report</p> <p><i>due by 9 PM</i> <i>Sun. Mar. 31</i></p>
<p>(11) Tuesday April 2</p> <p>Session A</p>	<p><i>*Review Presentation Requirements</i> <i>* Submit Requests for Presentation Day</i></p>	
<p>Session B</p>		<p>*25 Points*</p> <p><u>Section 5.0</u> <u>“Plan for Further Action”</u> And improvements to Sections 1,2,3,4</p> <p><i>due by 9 PM</i> <i>Sun. Apr. 7</i></p>

<p>(12) Tuesday April 9</p> <p>Session A</p>	<p>*Review References Section in Class (APA Standards) **BRING HARD COPY OF REFERENCES TO CLASS-1 PER TEAM</p>	
<p>Session B</p>	<p>Class Work Day</p>	<p>*15 Points*</p> <p>Section 6.0 <u>“References, Appendix, Resumes”</u>, and improvements to Sections 1,2,3,4,5</p> <p><i>due in class at</i> <i>6 PM Tues. Apr. 9</i></p>
<p>(13) Tuesday April 16</p> <p>Session A</p>	<p>Start Feasibility Analysis Report Presentations</p> <p>TEAM 1 TEAM 2</p> <p>Link to Entrepreneurial Propensity Survey (Take after your presentation is complete)</p> <p>https://jfe.qualtrics.com/form/SV_cO3o3lOra7jvBNX (entrepreneurial propensity survey link for 2ndnd time)</p>	<p>*150 Points</p> <p><u>Final Feasibility Analysis Report Due</u> (Sections. 1-6); <u>Paper copy (Ring Binder) & Electronic</u> <u>copy (CD/USB) with Word, Excel files</u></p> <p><i>due in class at</i> <i>6 PM Tues. April 16</i></p> <p>*3 Points* <u>Entrepreneurial Propensity Survey 2nd</u></p> <p>-----</p> <p>*35 Points* <u>Paper Printout & Electronic (CD/USB)</u> <u>Copy of Presentations</u></p> <p>*5 Points* <u>Peer Evaluation Form</u></p> <p><i>due the day your team presents</i></p>
<p>Session B</p>	<p>Feasibility Analysis Report Presentations</p> <p>TEAM 3 TEAM 4</p>	<p><u>Copy of Presentations (35 Points),</u> <u>Peer Evaluation Forms (5 Points)</u></p> <p><i>due the day your team presents</i></p>
<p>(14) Tuesday April 23</p> <p>Session A</p>	<p>Feasibility Analysis Report Presentations</p> <p>TEAM 5 TEAM 6</p>	<p><u>Copy of Presentations (35 Points),</u> <u>Peer Evaluation Forms (5 Points)</u></p> <p><i>due the day your team presents</i></p>
<p>Session B</p>	<p>Feasibility Analysis Report Presentations</p> <p>TEAM 7 TEAM 8</p>	<p><u>Copy of Presentations (35 Points),</u> <u>Peer Evaluation Forms (5 Points)</u></p> <p><i>due the day your team presents</i></p>

(15) Tuesday April 30 Session A	Snow day / Make up day for Presentations	
Session B	<i>*Review for Exam 2*</i> <u>Exam 2(Ch. 7,8,10,12,15)</u>	
Tuesday May 7 Final Exam	<i>*75 Points*</i> <i>Exam 2* (Ch. 7,8,10,12,15)</i> 7PM – 10PM	
Calendar Notes	May 1is Last Day of Classes May 3,4,6,7,8,9 (Final Exam Days) May 10 – Graduation Day.	