

University of North Carolina at
Greensboro Bryan School of Business and
Economics
Department of MEHT
Fall 2020

**ENT/BUS 300 Ideas to Sustainable Opportunities:
Feasibility Analysis (Online)**

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Office Hours: 6:00-7:00 pm EST Monday (in Canvas Zoom, students should join no later than 6:15 pm) or by appointment [note: I am mostly in Mountain Time, 2 hours earlier than EST.]

CREDITS: 3

PREREQUISITES: ENT/FIN 200 or ACC201 plus a working knowledge of online courses, including uploading videos and files. Basic computer competency is expected. If you have any technical issues, please contact 6-tech@uncg.edu. If you need assistance with digital media, please go to the Digital Media Commons in the library (library.uncg.edu/spaces/dmc/). **Also, exam dates are fixed (not subject to change for individuals) and you need to be sure that you are available during exam dates which are: Sep 22 12:00pm-6:00pm and Nov 1 12:00pm-6:00pm. If you are not available during these dates, please drop the class.**

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 sustainable feasibility plan for your new business venture, which will be the basis for you to develop a business plan.

REQUIRED TEXT: Barringer, B.R., & Ireland, R.D. (2018). *Entrepreneurship: Successfully launching new ventures (6th ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall and accompany materials. ISBN: 9780133797190 Loose Leaf ISBN: 9781292095387. This text covers the feasibility analysis template sections in detail so it will have a direct application to learning the information and applying it.

NOTE: YOU WILL NEED THE 6th EDITION FOR THIS CLASS.

Or go to www.vitalsource.com, www.amazon.com, or other sites for rental or electronic versions.

REQUIRED SOFTWARE: See the Canvas site for the template for the feasibility analysis and the financial section template that is provided. This template is developed using the best of available templates for the feasibility analysis that coordinates with the business plan and so you don't have to redo the sections to another format. There is also a guidebook.

REQUIRED ENTREPRENEURIAL PROPENSITY SCALE AND PSYCAP: Please take the Entrepreneurial Propensity Survey and PsyCap. **BUT TO GET CREDIT, BE SURE TO INCLUDE YOUR NAME ON THE SURVEY AT THE BEGINNING AND THE END OF THE CLASS.** YOU WILL NEED TO POST A SCREEN SHOT OF THE RESULTS TO GET CREDIT. SEE CANVAS SITE FOR INFORMATION ON SCREEN SHOTS.

Here's the links:

https://uncg.qualtrics.com/SE/?SID=SV_cO3o3IOra7jvBNX
https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct

Please take the surveys (15-20 min. for both) 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. Keep your individual scores to see if your propensity to be an entrepreneur has gone up from the beginning to the end of the semester. 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. **Post screenshots of both surveys for assignments to get credit.**

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! We keep an electronic version of the final feasibility analysis in an electronic library so you will be required to submit the final version for the library. **BE SURE TO USE THIS RESOURCE TO HELP YOUR TEAM.**

COURSE OBJECTIVES:

- Evaluate your own entrepreneurial potential..
- Appraise what it takes for a business idea to become a successful opportunity.
- Evaluate the impact of sustainability in terms of values, justice, environmental and economic challenges, community impact, and the aesthetic on the feasibility analysis.
- Incorporate the components of the executive summary, product/service feasibility, industry/market feasibility, sustainable feasibility, financial feasibility, and future feasibility with references into the new venture feasibility analysis.

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.

As the **teacher** I PROMISE to:

1. Come prepared to every week with well thought-out online 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 class environment.
5. Revisit an exam question if you have a concern.
6. Be available online until 9 pm.
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 virtual office hours.

As **students** you PROMISE to:

1. Come prepared every week 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	409– 440	C	321-342
A-	396–408	C-	308-320
B+	387 – 395	D+	299-307
B	365-386	D	277-298
B-	352-364	D-	264-276
C+	343-351	F	<264

ASSIGNMENTS:

Team Assignments	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
Formal Memorandum		7	Team	1.59%	
New Business Feasibility Report		170	Team	38.64%	
New Business Feasibility Presentation		50	Team	11.36%	
Individual Assignments					
Canvas Logon and Discussion Board w/initial resume or bio posted		5	Individual	1.13%	

Revised Resume for Feasibility Analysis in Canvas and in Feasibility Report		5	Individual	1.13%	
Entrepreneurial Propensity and PsyCap Survey taken at Beginning and End of Semester		9	Individual	2.05%	
Exam 1	Ch. 1,2,3,5,6 59 questions	59	Individual	13.41%	
Exam 2	Ch. 7,8,10, 12, 15 75 questions	75	Individual	17.05%	
Class Discussion (Board on Canvas weekly min. 3 posts)	10 chapters @ 6 points	60		13.64%	
<i>TOTAL</i>		<i>440</i>		<i>100%</i>	

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:

<https://drive.google.com/file/d/0B0rFGGhJvbDHUExSZmFFaWFmb00/view>

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:

<https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

Accessibility Policy (Distance Learning)

<http://ods.uncg.edu/policies-procedures/distance-learning/>

Library Guide for Class

<http://uncg.libguides.com/ent300>

Technical Support

If you have a different system than UNCG computer system, we suggest changing to a system which is compatible with UNCG's system. Also, when you have technical difficulties you are responsible to report it to 6-TECH for assignments and test taking. I suggest being on a UNCG computer during exams to insure you have access. This is your responsibility.

<https://its.uncg.edu/services>

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. A written medical excuse is required for exam makeup and a different exam is given.

Religious Observance and Class Attendance Policy

https://drive.google.com/file/d/0B3_J3Uix1B4UeTV4Nk1vVFJoVFE/view

VERY IMPORTANT NOTE: YOUR WEEKLY ASSIGNMENTS AND DUE DATES ARE SPECIFIED IN THE CANVAS SITE. ALL ASSIGNMENTS ARE DUE SUNDAY 11:59 PM UNLESS SPECIFIED BELOW ON THE CALENDAR. IT IS YOUR RESPONSIBILITY TO CHECK THE CANVAS SITE AND DO YOUR ASSIGNMENTS ON TIME. LATE ASSIGNMENTS WILL ONLY BE ACCEPTED WITH A WRITTEN MEDICAL EXCUSE.

Calendar

DATE	TOPIC	TEXT	HOMEWORK DUE
<p>Week 1 (Aug 18-23)</p>	<p>1-) Decision Phase Class and Syllabus Overview.</p> <p>2-) Dianne Welsh (Professor) & Steve Cramer (Business Librarian) Introductions</p>		<ol style="list-style-type: none"> 1- Login to Canvas and introduce yourself with your business idea to the class in discussion board 2- Attach your resume so that your group can see backgrounds and skill sets. 3- Read and download syllabus. 4- Complete ENT Propensity and PsyCap Surveys for beginning and end of class to earn points 5- Watch Dianne Welsh & Steve Cramer introduction videos 6- Check Canvas for your team (go to people, then feasibility teams, then group homepage, then click people). <p style="color: red; text-align: center;">All correspondence and assignments must be through the homepage to get credit</p> <ol style="list-style-type: none"> 7- Submit Formal Memorandum (both action plan and team contract) (one per team)
<p>Week 2 (Aug 24-30)</p>	<p>1-) Introduction to Entrepreneurship</p> <p>2-) Idea Phase Recognizing Opportunities, Generating Ideas</p>	<p>Ch. 1&2</p>	<ol style="list-style-type: none"> 1- Read Chapters 1&2 2- Review PowerPoint slides 3- Watch video lectures. 4- Complete discussion questions for Week 2 under Canvas assignments + 3 detailed posts

<p>Week 3 (Aug 31-6)</p>	<p>Feasibility Analysis</p>	<p>Ch. 3</p>	<ol style="list-style-type: none"> 1- Submit Executive Summary and Product/Service Sections (see template) 2- Read Chapter 3 3- Review PowerPoint slides 4- Watch video lecture 5- Complete discussion questions for Week 3 under Canvas assignments + 3 detailed posts
<p>Week 4 (Sep 7-13)</p>	<ol style="list-style-type: none"> 1-) Industry and Competitor Analysis 2-) Writing a Business Plan 	<p>Ch. 5&6</p>	<ol style="list-style-type: none"> 1- Read Chapters 5 & 6 2- Review PowerPoint slides 3- Watch video lecture 4- Complete class discussion questions for Week 4 under Canvas assignments + 3 detailed posts
<p>Week 5 (Sep 14-20)</p>	<p>Exam 1 (Ch. 1,2,3,4,5,6) on Canvas</p>		<p>1- Take Exam 1 Sunday, Sep 22, 12-6 pm (must enter by 4:30 pm)</p>
<p>Week 6 (Sep 21-27)</p>	<p>Ideas to Firm Ethics and Legal</p>	<p>Ch. 7</p>	<ol style="list-style-type: none"> 1- Submit Feasibility Analysis: The Market and Improvements to Summary and Product/Service Sections 2- Read Chapter 7 3- Review PowerPoint slides 4- Watch video lecture 5- Complete discussion questions for Week 6 under Canvas assignments + 3 detailed posts

<p>Week 7 (Sep 28- Oct 4)</p>	<p>1-) Assessing Financial Strength and Viability</p> <p>2-) Formation Phase Getting Financing and Funding</p>	<p>Ch. 8 &10</p>	<p>1- Submit Feasibility Analysis: Sustainability and Improvements to the Summary, Product/Service, and Marketing Sections</p> <p>2- Read Chapters 8 &10</p> <p>3- Review PowerPoint slides</p> <p>4- Watch video lecture</p> <p>5- Complete discussion questions for Week 7 under Canvas assignments + 3 detailed posts</p>
<p>Week 8 (Oct 5-11)</p>	<p>Team Meetings in Pearson or Electronically</p>		<p>1- Submit Feasibility Analysis: Price and Profitability and Improvements to Sustainability, Market, Product/Service, and Summary Sections.</p>
<p>Week 9 (Oct 12-18)</p>	<p>1-) Management and Growth Phase Intellectual Property</p>	<p>Ch. 12</p>	<p>1- Submit Revised Resume for Feasibility Analysis as objective Include in your Appendix under Section A for final report</p> <p>2- Read Chapter 12</p> <p>3- Review PowerPoint slides</p> <p>4- Watch video lecture</p> <p>5- Complete discussion questions for Week 9 under Canvas assignments + 3 detailed posts</p>

<p>Week 10 (Oct 19-25)</p>	<p>Franchising</p>	<p>Ch. 15</p>	<ol style="list-style-type: none"> 1- Submit the final version of SCORE financial excel spreadsheet in Canvas groups 2- Read Chapter 15 3- Review PowerPoint slides 4- Watch video lecture 5- Complete discussion questions for Week 10 under Canvas assignments + 3 detailed posts
<p>Week 11 (Oct 26-Nov 1)</p>	<p>Exam 2 (Ch. 7,8,10,12,15) on Canvas</p>		<ol style="list-style-type: none"> 1- Take Exam 2 Sunday, Nov 3, 12-6pm (must enter by 4:30 pm)
<p>Week 12 (Nov 2-8)</p>	<p>APA Workshop with Dianne Welsh</p> <p>APA book is in the reference section of libraries</p> <p>Check your references to make sure they are accurately formatted in APA format.</p>		<ol style="list-style-type: none"> 1- Submit Feasibility Analysis: Plan for Future Action and Improvements to all sections
<p>Week 13 (Nov 9-Nov 15)</p>	<p>All references in the reference list must be found in the body of the paper. MINIMUM: 5 outside references + 2 text references per section.</p>		<ol style="list-style-type: none"> 1- Submit Feasibility Analysis: References and Appendices and Improvements to Plan for Future and all previous sections
<p>Week 14 (Nov 16-Nov 22)</p>	<ol style="list-style-type: none"> 1-) Team Meetings on Zoom 2-) Resume workshop video 		<ol style="list-style-type: none"> 1- Submit Final Feasibility Analysis Report as a Microsoft Word file and two excel spreadsheets (financial spreadsheet for price/profitability section and your action plan (formal memorandum) attach separately. 2- Complete ENT Propensity and PsyCap Surveys for the end of class 3- Complete Peer Review Form

Nov 25- Nov 27	Thanksgiving Break		No work!
Week 15 (Nov 29)	1-Video Presentation 2-Watch all Video Presentations and Submit posts on others' videos and your individual peer feedback from your team only.		1- Submit Final Feasibility Analysis Presentation by Nov 29 11:59 pm 2- Submit posts on others' videos and individual peer feedback on your team by Sunday, Nov 29 11:59 pm

- **For chapter discussions, you will be able to start posting your answers under assignments on Mondays of the related week that the assignment is due. Please be detailed with your posts!!**
- **If it is not mentioned otherwise, due dates for all assignments are on Sundays at 11:59pm of related week that the assignment is due. Exams are on Sundays 12-6pm with no later entry than 4:30 pm**

***IF YOU ARE TAKING 2 OF THE FOLLOWING CLASSES AND HAVE AN EXAM ON THE SAME DAY, LET ME KNOW AND I WILL CHANGE ONE OF THE EXAM DATES FOR YOU: ENT/BUS 206, 300, 337, 338.**

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

As always, please contact us if there is anything we can do in Student Affairs to help you support our students. We share the goal of student success.

COVID-19

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the

following:

- [Wearing a face covering that covers both nose and mouth](#)
- Observing [social distance](#) in the classroom
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](#)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](#) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

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.

By signing the statement, I acknowledge that I have read the syllabus with the due dates and will be prepared to complete all work, including exams, on the assigned due dates. Therefore, I will arrange my other activities (work, sports, etc.) around the exam time. If I forget to take the exam, it is a 0.

Sign and acknowledge

Appendix: COVID-19 Related Policies

Required UNCG Syllabus Language

Approved by the Faculty Senate on July 1, 2020

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Approved by the Faculty Senate Executive Committee on July 30, 2020

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling [336-334-5874](#), visiting the website

at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video

UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

<https://youtu.be/Mb58551qxEk>