

Northwest Arkansas Community College
Business and Computer Information Systems Division

Discipline Code

ENTR

Course Number

2033

Course Title

Feasibility and Funding

Catalog Description

(S) This course will develop the student's knowledge of exploiting, determining, evaluating, funding and implementing strategies for potential entrepreneurial opportunities in the marketplace and analyzing the feasibility of those opportunities.

Prerequisites

ENGL 1013, ACCT 2013, and ENTR 1003.

Credit Hours

3 credit hours

Contact hours

45 Lecture/Lab contact hours

Load hours

3 load hours

Semesters Offered

Spring

ACTS Equivalent

None

Grade Mode

A-F

Learning Outcomes

Students completing this course will:

- Explain the business feasibility process.
- Describe the business idea and requirements.
- Develop a sales forecast, identify startup expenses, and estimate an operating budget.
- Perform a comprehensive feasibility study to test the viability of their business idea.
- Identify and evaluate funding resources to support the launch of their business idea.

General Education Outcomes Supported

Standard Practices

Topics list

- Feasibility analysis of student's business idea, including:
 - Personal objectives, skills, experience, and finances for starting a business.
 - Development of the product or service.
 - Management requirements.
 - The customer and target market.
 - The competition.
 - Sales and distribution processes
 - Financial aspects of starting a new business.
 - Funding resources for student's business idea.

Learning activities

May include some or all of the following: Tests, quizzes, projects, reports, papers, field trips, and/or Online homework and/or class participation.

This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

Assessments

Discussion, Book Review, Homework, and Final Paper.

Grading guidelines

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 & below