

**NorthWest Arkansas Community College
Business & Computer Information Systems Division**

Business Department Course Outline

ENTR 2033 FEASIBILITY AND FUNDING (S)

Catalog Description

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, ENTR 1003

Credit Hours/Contact Hours/Load Hours

3/3/3

Target Audience & Transfer

This course WILL NOT transfer to the Walton College of Business and may or may not transfer to other 4-year institutions.

Student Learning Outcomes

Students completing this course will:

- Understand funding sources to support the launch of a new business and the reasons for using each
- Understand and perform break-even analysis
- Understand variable and fixed costs in a business and how to manage costs
- Analyze their own skills, talent, work experience, trends in the marketplace and the current environment for potential business ideas
- Perform a comprehensive feasibility study to test the viability of their business concept

Topics Covered

A key focus of the class is on conducting a feasibility analysis of the student's own new venture concept, in preparation for the capstone project of writing a business plan.

Forms of Assessment

Discussion, Book Review, Homework, and Final Paper

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