

**SOUTHEAST COMMUNITY COLLEGE**  
**BUSINESS DIVISION**  
**Business Program**  
**Revision Date: 08-21-23**

[Syllabus Statements](#)

**I. CATALOG DESCRIPTION**

Course Number: ENTR2040  
Course Title: Entrepreneurship Feasibility Study  
Prerequisite(s): None

Catalog Description: Students will assess the viability of a business idea to determine if the concept is feasible for business startup, expansion or long term growth. The student will identify and analyze through basic research the present climate to determine current trends for their business idea by completing an industry, target market and competitive analysis. The student will begin to assess the financial needs for the business idea in addition to their own skill, strengths and talents to launch a successful business idea.

Credit Hours: 3.0  
Class Hours: 45  
Lab Hours: 0  
Total Contact Hours: 45

**II. COURSE OBJECTIVES/COMPETENCIES: *Course will:***

- A. Discuss personal needs, strengths, skills and talents
- B. Assess opportunities and trends within the current business environment
- C. Demonstrate how to conduct a target market analysis
- D. Demonstrate how to conduct a competitive analysis
- E. Demonstrate how to conduct an industry analysis
- F. Discuss basic start up financial needs for a business idea

**III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES**

- A. Student Learning Outcomes: *Students will be able to:*
  - 1. Assess personal skills, strengths, and talents for business ideas
  - 2. Conduct primary and secondary research for a business idea
  - 3. Identify consumer trends which create business opportunities
  - 4. Analyze environmental factors that influence the business idea
  - 5. Assess competition for a business idea
  - 6. Assess target market for a business idea
  - 7. Assess industry related data for industry analysis
  - 8. Identify minimum financial startup needs
  - 9. Analyze business idea for economic success
- B. General Education Learning Outcomes (GELOs)
  - 1. GELO 6: Career and Life Skills
  - Outcome 2: Acquire entrepreneurial skills and attitudes
  - Outcome 4: Use digital technology effectively to access, manage, integrate, evaluate, and present information

**IV. COURSE CONTENT/TOPICAL OUTLINE**

- 1. Personal strengths assessment including needs, strengths, skills, and talents
- 2. Identify which business ideas are feasible
- 3. Identify ideas for small business products and/or services

4. Identify and discuss significant changes and trends which create business opportunities
5. Conduct a basic market analysis including a competitive scan, customer identification, and research relevant industry trends
6. Assess opportunities and trends within the current business environment
7. Conduct a target market analysis
8. Conduct a competitive analysis
9. Conduct an industry analysis
10. Basic start up financial needs for a business idea

**V. INSTRUCTIONAL MATERIALS**

- A. Required text(s)
  1. Clifton, Donald O., *CliftonStrengths for Students*, 1<sup>st</sup> Edition, Gallup Press. ISBN: 978-1595621252
  2. Abrams, Rhonda, *The Successful Business Plan: Secrets & Strategies*, 7<sup>th</sup> Edition, The Planning Shop, 2019. ISBN: 978-1933805826
  3. Kander, Diana., *All In Startup: Launching a New Idea When Everything is on the Line*, Wiley Publishing, 2014. ISBN: 9781118857663
- B. Other resources:
  1. Abrams, Rhonda, *Successful Business Research: Straight to the Numbers You Need*, Book Edition, Planning Shop, 2006. ISBN: 9780974080130

**VI. METHODS OF PRESENTATION** (*can vary per instructor*)

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities

**VII. METHODS OF EVALUATION**

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work exams, presentations, projects, papers, and/or a portfolio
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term
- C. SCC STANDARD GRADING SCALE POLICY:
 

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

**VIII. SPECIFIC COURSE REQUIREMENTS**

- A. Course Prerequisite: None
- B. Grade Requirement: C or better to transfer
- C. Policies and Procedures: Please Review “Policies and Procedures” handout specific to this instructor
- D. It is important for students to check requirements at the transfer institution they plan to attend