

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-17-26

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 startups, expansion or long term growth. The student will identify and analyze through basic research the present climate to determine current trends for their business ideas by completing an industry, target market, competitive and basic financial analysis. The students will assess their own skills, 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.** Evaluate 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.** Apply basic startup financials for a business

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A.** Student Learning Outcomes: *Students will be able to:*
 - 1.** Assess personal skills, strengths, 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 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 basic financial startup needs
 - 9.** Analyze business ideas 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 of 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*, Current Edition.
 2. Abrams, Rhonda, *The Successful Business Plan*, Planning Shop, Current Edition.
 3. Kander, Diana., *All In Startup: Launching a New Idea When Everything is on the Line*, Wiley Publishing, Current Edition.
- B. Other resources:
 1. Abrams, Rhonda, *Successful Business Research*, Planning Shop, Current Edition.

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