## BAM 3214 FEASIBILITY ANALYSIS AND BUSINESS PLANNING

**Short description**

The purpose ofthis course is to introduce students to issues related to opportunity recognition, planning, organization, and the launch of a new business. The course therefore introduces students to techniques of analyzing and assessing the feasibility of potential business opportunities and developing saleable business plans for venture capital and development.

**Course Objective**

The course aims at enabling students to acquire the necessary skills to:

* Identify, analyze, and capture entrepreneurial opportunities ;
* Understand the process through venture opportunities are evaluated;
* Develop effective business plans for venture capital sourcing and plan implementation.

**Learning Outcomes**

At the end of the course the students should be able to;

* Explain the entrepreneurial process of new venture creation, growth and
development.
* Critically assess the effectiveness of new venture strategies
* Write and evaluate effective business plans for launching and growing
entrepreneurial ventures
* Develop entrepreneurial strategy (including mission/vision, goals, plans, and
outcomes)
* Develop critical thinking and problem solving skills for effectively addressing
various issues and challenges facing entrepreneurs/entrepreneurial firms.

**Intellectual, Practical and Transferable Skills**

* Feasibility study
* Business planning
* Marketing/communication skills

**Teaching and Learning Pattern**

* Use of case studies
* Lectures
* Presentations
* Class discussion

**Indicative Content**

Idea generation and business start-up, difference between feasibility study and business plan, opportunity recognition, feasibility study preparation stages ( essential aspects of starting and managing a small business including: a systematic procedure for determining if a business opportunity is feasible, location analysis, techniques for selecting the optional legal structure, a review of financing options, lending criteria from a banker’s prospective, the creation of a management team, and concrete goal setting), business planning preparation process and what potential financiers look for in business plans,

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

 100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Kuratko, D. F., &Welsch, H. P. (2004). Strategic Entrepreneurial Growth. Mason, OH: Thomson/South-Western
2. J.D. Ryan and Gail P. Hiduke, 2003. Small Business: An Entrepreneur’s BusinessPlan, Sixth Edition.
3. Lado&Vozikis, 1996. Entrepreneurship, technology transfer and economic development

**Web Sites:**

[http://www](http://www/).lib.iastate.edu/scholar/bib/entrep.html

[http://www](http://www/).slu.edu/eweb/

[http://www](http://www/).sba.gov/

[http://www.smartbiz.com](http://www.smartbiz.com/)

[http://www.bplans.com](http://www.bplans.com/)