



Syllabus
ENTR 2040
Entrepreneurship Feasibility Study
2026

Committee Members:

- Michelle Konen & Ernie Blanchard, Central Community College
- Deb Gaspard, Metropolitan Community College
- Renelle Mooney & Jimi Cole, Mid-Plains Community College
- Stacy Anderson, Northeast Community College
- Linda Hartman, Southeast Community College
- N/A, Western Nebraska Community College
- Taria Wolfe & Janelle Whipple, Little Priest Tribal College
- N/A, Nebraska Indian Community College

Facilitator: Jimi Cole

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

 Chief Academic Officer, Central Community College	02/12/2026	Adopt
 Chief Academic Officer, Little Priest Tribal College	02/11/2026	Not Offered
 Chief Academic Officer, Metropolitan Community College	02/16/2026	Adopt
 Chief Academic Officer, Mid-Plains Community College	02/11/2026	Adopt
 Chief Academic Officer, Nebraska Indian Community College	02/16/2026	Adopt
 Chief Academic Officer, Northeast Community College	02/11/2026	Adopt
 Chief Academic Officer, Southeast Community College	02/20/2026	Adopt
 Chief Academic Officer, Western Nebraska Community College	02/18/2026	Adopt



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 semester / 4.5 quarter hours
Contact Hours: 45 hours
Lecture / Classroom Hours 45 hours

II. COURSE OBJECTIVES/COMPETENCIES

Course will:

- 1. Evaluate personal needs, strengths, skills, and talents
- 2. Assess opportunities and trends within the current business environment
- 3. Demonstrate how to conduct a target market analysis
- 4. Demonstrate how to conduct a competitive analysis
- 5. Demonstrate how to conduct an industry analysis
- 6. Apply basic startup financials for a business

III. 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 ideas
- 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

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

Recommended text(s):

Clifton Strengths for Students; Gallup

Builder Profile 10: Gallup

Entrepreneurial Strengths Finders Assessment, Clifton and Badal, Gallup

Successful Business Plan by Rhonda Abrahm, Planning Shop

Successful Business Research by Rhonda Abrams, Planning Shop

All In Startup, Launching a New Idea When Everything is on the Line, Kander, John Wiley & Sons

OER

Supplements:

The E Myth Revisited, by Michael E. Gerber

Entrepreneur Magazine

Fast Company Magazine

Small Business Toolkit – SBA

Business Planning & Financial Templates at score.org

Small Business Toolkit at sba.gov

Ink

Forbes

Open for Business

Thinking in Bets

VI. METHODS OF PRESENTATION (can vary per instructor)

1. Explanation and /or lecture
2. Video presentation
3. Student reports
4. Role play
5. Guest speaker
6. Small group activities
7. Discussion
8. PowerPoint presentation
9. Field trips
10. Internet activities

VII. METHODS OF EVALUATION

1. 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.

2. Instructors will distribute and discuss the evaluation process and grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

1. It is important for students to check requirements at the transfer institution they plan to attend.
2. Other requirements as determined by instructor/college.