



# dANA NÄYE VENTURES COURSE OUTLINE

## Feasibility Study

**COURSE LENGTH:** 4 Days (9:00am – 4:00pm)

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### **COURSE INFORMATION**

**PREREQUISITES:**

N/A

**COURSE DESCRIPTION:**

Some businesses are “Doomed to Fail” from the beginning. We have all seen businesses open and then close, often within weeks. Why don’t they succeed? This course will examine a framework to analyze new business ideas.

**COURSE GOALS:**

Upon completion of the course the participants will be able to apply what they have learned to their own unique situations and prepare their own business feasibility study. This study will help them to determine if a business venture should or should not be pursued. This will increase the odds of participants operating a successful business.

**MAJOR COURSE OBJECTIVES:**

To teach participants how to analyze a business idea on the basis of:

- Market Feasibility
- Operational Feasibility
- Financial Feasibility
- Overall Venture Feasibility

Business research techniques will also be presented and discussed

**COURSE FORMAT:**

Lecture, demonstration

**COURSE REQUIREMENTS**

**ATTENDANCE AND PARTICIPATION**

Students are required to be in attendance for the duration of the course to receive a certificate

**QUIZZES:**

N/A

**ASSIGNMENTS:**

N/A

**DETERMINATION OF FINAL MARK:**

N/A

**TEXT AND MATERIALS:**

Feasibility Study Guidebook and excel financial templates

**QUIZZES, TERM EXAMS, AND FINAL EXAM:**

N/A

**GRADES ON TRANSCRIPT:**

N/A