



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Spring

Year: 2025

Course Prefix: ENTR

Course and Section #: 3170 Sec X02

Course Title: Business Feasibility and Validation

Credits: 3

Course Description

This class is an Entrepreneurial class that emphasizes your business idea validation and feasibility. We will go through the process of evaluating your ideas and helping you determine the feasibility of your company. Covers the basic elements of the business focusing on best practices in the market, customers, competitors, marketing, and financial aspects of small business as well as the interaction between these elements.

Analyzes experientially the feasibility of potential business opportunities. Provides opportunity to work on new ventures or existing businesses. Analyzes, evaluates, and develops opportunities using project-based learning. Applies the scientific method and design thinking to research the feasibility of the market, value proposition, financial model, and management team. Covers topics related to feasibility, including legal business entities, intellectual property, tax implications, ownership structures, and advisory boards. Uses secondary research to define and build hypotheses around feasibility. Uses primary research to test and validate customer expectations and product design

Course Attributes

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: David Rogers Adjunct Instructor

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Analyze business strengths and weaknesses as well as opportunities and threats.
2. Identify the effect of key strategic channels for marketing for your business.
3. Study the financial, marketability, and legal issues with your business.
4. Complete financial models and forecasting; cash flows, break even, payback
5. Understand your customers, competitors, manufacturers, and marketers.
6. Learn to pivot your ideas according to feasibility analysis
7. Validate a potential business opportunity using both qualitative and quantitative research
8. Create a multifaceted feasibility/validation analysis exploring the market, technical, human/team, and financial problems/potential for a new venture, potential business, or new product/service

Course Materials and Texts

Required materials, fees and technology

Books:

- I will provide all of the readings that are required for the class with links
- I will require you to be able to read and focus on business books, podcasts, movies and media that express good entrepreneurial skills and business skills

Technology Tool:

- [Privacy Policy](#)Links to an external site.
- Know how to use Microsoft tools such as Powerpoint, Excel and Word

Course Requirements

Course Assignments, Assessments, and Grading Policy

Course Prerequisites

- (ENGL 1010 or ENGH 1005) and University Advanced Standing
- ENTR 2500

Technology Expectations

COMPUTER & THE INTERNET

You will need a reliable desktop or laptop computer and a reliable internet connection to take this course. You are required to develop a back-up plan for maintaining access to the internet in case of a computer and/or internet failure – such as locating your local public library in case of emergencies.

COMPUTER & SOFTWARE HELP

If you need help with any computer issues (Adobe, Microsoft, PowerPoint, or Canvas), please contact the UVU Helpdesk. They can assist you with most of the problems you may encounter. Contact the Helpdesk at 801-863-8888 or access online at <https://www.uvu.edu/itservices/>.

Grading Scale:

The following grading standards will be used in this class:

[Can be Percent or Points]

Grade	Percent
A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
E	0-59

Assignment Categories [e.g., Assignments - 10%, Exams - 25%, ...]

Assignments have a potential point total. I have weighted the more important assignments accordingly.

Late Work Statement:

Late work will not be accepted. Please reach out to me before a deadline if you're having trouble getting your work completed on time and I will work with you to come up with a solution on an as-needed basis.

Assignments:

In this class you will be developing the concept, business ideas, hypothesis, markets, customers, and competitors for a new venture. Assignments in this course will be centered around evaluating and pivoting to refine and hone your business ideas.

Required or Recommended Reading Assignments

Varies according to module and assignment

General Description of the Subject Matter of Each Lecture or Discussion

Introduction Getting your Mind Right- ENTR skill for focus and direction

Assignment: EAO (start of term) Assessment

Assignment Get your Mind Right - Short Videos

- Assignment-What Motivates YOU and keeps you FOCUSED??
- Assignment-Motivational Quotes

Big Ideas - What is your Business – Determining your business idea for validation

- Assignment-Big Ideas - Short Videos
- Assignment-Learning about Myself
- Assignment-AI Business Ideas
- Assignment-Reading - Think and Grow Rich
- Assignment-Media Review #1 – Personal business reading

Fail Better – Business Skill – Failing and Pivoting for success

- Assignment-Fail Better - Short Videos
- Assignment-Video - Fail Better
- Assignment-Fail Better - Failing and Pivoting
- Assignment-Reading - Science of Getting Rich

Customers – Determine and Analyze your business customers

- Assignment-Customers - Short Videos
- Assignment-Customers - TAM/SAM/SOM

- [Assignment-Define your Customer](#)
- [Assignment-Pitch 10 People](#)
- [Assignment-Customers Pivot Analysis](#)
- [Assignment-Customer Financials](#)
- [Assignment-Media Review #2](#)

Competition – Determine and Analyze your business competition

- [Assignment- Competition - Short Videos](#)
- [Assignment-Define your Competition](#)
- [Assignment-Competition](#)
- [Assignment-Competitors Pivot Analysis](#)
- [Assignment-Competition Financials](#)

Cash Flow – Financials – Organize and Analyze Business Profitability

[Assignment-Cash Flow - Short Videos](#)

- [Assignment-Cash Flow Proforma - Sales and Projections](#)
- [Assignment-Cash Flow - Pivot Analysis](#)

Legal Issues – Business Legal information for validity/feasibility

- [Page-Legal Issues - Intro](#)
- [Page-Legal Entities](#)

HR Issues – HR / Talent issues for validity/feasibility

- [Page-HR Intro](#)
- [Page-HR Talent, Partnerships, Investors](#)

Final Validation – Complete compilation of Validation/Feasibility Analysis

- [Assignment-Final Validation - Short Videos](#)
- [Assignment-Final Validation Writeup](#)
- [Assignment-Media Review #3](#)

Final

[Assignment-FINAL EXAM](#)

- [Assignment-SRI Evaluation](#)

[Assignment-EAO - End of Semester](#)

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and researching are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;

- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.