

Faculty of Commerce & Business Administration

Feasibility study

Information :

Course Code : MGT 400

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Management

Instructor Information :

Title	Name	Office hours
Professor	Azza Mohamed Hegazy Shehata	
Teaching Assistant	Fatma Shaaban Abdelmonaim Mohamed	

Area Of Study :

The overall aim of this course is to conduct a feasibility study process.
The elements to include in a feasibility study vary according to the type of business venture analyzed and the kind of market opportunities identified.

Description :

Definition, purpose of a feasibility study, who conducts the feasibility study, components of a feasibility study, guidelines, maintenance, cost/benefit analysis. Identification and exploration of business scenarios, Define the project and alternative scenarios. Market Feasibility, Industry description, Industry competitiveness, market potential, sales projection, access to market outlets

Course outcomes :

a.Knowledge and Understanding: :

1 -	The students should get knowledge of the geographical area surrounding the project and outline the economic and social impact on local communities. Describe the environmental impact on the surrounding area.
2 -	Market feasibility; base a market assessment on one of two methods of marketing research primary or secondary through questionnaires or mimicking previous or similar projects
3 -	Understanding the industry size and scope of it in the market and further estimating future direction of the industry or market segments with a thorough analysis of the industry competitiveness
4 -	Identifying the market potential of the product or service and examining the potential for emerging, niche or segmented market opportunities.
5 -	Technical feasibility, understanding the facility needed and production technology and availability of raw materials, transportation, labor and investigate and compare technology providers.
6 -	Knowing the legal papers assigned with a project from the syndicate
7 -	Doing financial analysis balance sheets and income statements.
8 -	Inspecting the results of the profitability ratios and determine if the project is profitable or not and to further pursue.

b.Intellectual Skills: :

1 -	Making a mock feasibility study project to implement all stages of the study and finding the most appropriate mathematical and analytical methods at hand to reach a decision for accepting project or rejecting it
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Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to feasibility studies	3	3	0
Understanding the methods for future forecasting (part 1)	3	3	0
Understanding the methods for future forecasting (part 2)	3	3	0
Marketing Analysis	3	3	0
Customer Analysis	3	3	0
1st Mid-Exam	3	3	0
Technical Analysis	3	3	0
Financial Analysis(Preopening & Fixed Expenses)	3	3	0
Financial Analysis (Raw Material & Overhead Exp)	3	3	0
2nd Midterm	3	3	0
Financial Analysis(Income Statement)	3	3	0
Financial Analysis(Profitability Ratios)	3	3	0
Financial Analysis(Results & Recommendation)	3	3	0
Presentation	3	3	0
Final Revision	3	3	0

Teaching And Learning Methodologies :

Text book
Related published works
Examples and case studies
Group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
1st Mid-Exam	20.00	6	
2nd Midterm	20.00	11	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	