



جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan

كلية الأعمال  
Faculty of Business

"الريادة والأبداع في الأعمال"

"Entrepreneurship and Innovation  
in Business"

"عراقة وجودة"  
"Tradition and Quality"

Detailed Course Description - Course Plan Development and Updating Procedures/ Banking and Finance Department	QF05/0408-3.0E
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Faculty	Faculty of Business	Department	Banking and Finance Department
Course number	0503435	Course title	Feasibility Studies
Number of credit hours	3	Pre-requisite/co- requisite	Financial Management 2

### Brief course description

This course develops a student's ability to undertake complex feasibility studies. Students will learn these skills and techniques through performing various feasibility studies of differing size and complexity. A feasibility study is designed to establish whether a project or initiative is worth the investment in time and money needed to get it off the ground. Of course this includes the cost of developing the initiative, but it also looks at the availability of funding, both to initiate the project and to keep it going. However, the feasibility study also looks at the evidence of need, potential take up and constraints such as the capacity of buildings, staff and the community. The course also utilizes practical situations, using the analytical and assessment tools such as spreadsheets and Web Analysis, Critical Path, evaluation and review of programs

Course goals and learning outcomes	
<b>Goal 1</b>	Identify the basis of the rational investment decision
Learning outcomes	1.1 The student should learn about the basis of the investment project and how to make the investment decision.
<b>Goal 2</b>	Ensure the development of the new project in the stages of thought to ensure that the project on the basis of scientific in a sequential scientific approach
Learning outcomes	2.1 Identify how to generate ideas for the establishment of investment projects and the importance of studying the economic feasibility of the project and distinguish between the attractions and factors of expulsion of investments.
<b>Goal 3</b>	How to identify and evaluate investment opportunities from all sides.
Learning outcomes	3.1 The student should learn how to identify investment opportunities.
<b>Goal 4</b>	Preparing the specialist to be an active member, acquiring the necessary skills to work in an integrated team to prepare the study, evaluation and scientific analysis of the series, to recommend the decision of the investment or not.
	4.1 The student should be an active member in acquiring the necessary skills to work in an integrated team.
<b>Goal 5</b>	The study of some applied practical cases, and the use of computer in the methods of evaluation and financial analysis.
Learning outcomes	5.1 Understand the analytical stages of the feasibility study.



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Textbook	1- دراسات الجدوى الاقتصادية، د. سمير عبد العزيز، 1997.
Supplementary references	1- دراسات الجدوى الاقتصادية لإتخاذ القرارات الاستثمارية. 2- دراسة الجدوى، صلاح الدين حميد 3- دراسة جدوى المشروع – دليل تقييم الاعمال الجديدة، محمد الحناوي 4- Raymond L- Richman: Introduction to Project evaluation, 1993.

Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01	1 1 1	Definition of feasibility studies: - Analytical Approaches to the Feasibility Study - General Framework	23 – 13	Goal (2)
02	1 1 1	Feasibility studies and investment decisions: - Types of investment decisions	37	Goal (2)
03	1 1 1	Types of feasibility studies: - Legal, environmental, technical, marketing, financial	47	Goal (2)
04	1 1 1	Marketing Feasibility Study: - Data and information required and sources of collection	93 – 27	Goal (2)
05	1 1 1	Estimation of demand for project products: - Organizing the sales plan	145 – 93	Goal (3)
06	1 1 1	- Technical feasibility study - Engineering Studies - Site Planning First Exam = 20%	145 – 93	Goal (3)
07	1 1 1	Financial feasibility study: - Sources of funding - Funding structure	125	Goal (3)
08	1 1 1	- Estimation of cash inflows and outflows - Mathematical models	127	Goal (3)
09	1 1 1	- Preparation of cash flow tables	129	Goal (4)



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10	1 1 1	- Preparation of cash flow tables	129	Goal (4)
11	1 1 1	- Estimated cost of money - Financial structure planning - Practical cases Second exam = 20%	128	Goal (4)
12	1 1 1	Economic assessment of business profitability	196 - 165	Goal (4)
13	1 1 1	Economic assessment of business profitability	196 - 165	Goal (4)
14	1 1 1	Criteria for measuring business profitability (practical cases)	196 - 165	Goal (5)
15	1 1 1	- Equalization analysis - Effectiveness analysis	--	Goal (5)
16	1 1 1	- Practical cases Final Exam = 50%	--	--

Theoretical course evaluation methods and weight	Participation = 10% First exam 20% Second exam 20% Final exam 50%	Practical (clinical) course evaluation methods	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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Approved by head of department	Dr. Nawaf Gusin	Date of approval	
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Extra information (to be updated every semester by corresponding faculty member)

Name of teacher		Office Number	
Phone number		Email	<a href="mailto:zug.edu.jo">@zug.edu.jo</a>



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(extension)			
Office hours			