

## Faculty of Commerce & Business Administration

### Feasibility Studies

#### Information :

**Course Code :** MGT 402

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Faculty of Commerce & Business Administration

#### Instructor Information :

Title	Name	Office hours
Lecturer	Doaa Mohamed Ayman Mostafa Ismael	
Assistant Lecturer	REEM HESHAM MAHMOUD HUSSEIN ABOURAYA	10

#### Description :

The purpose of this course is to introduce students to how feasibility studies are conceived, conducted, and appraised. A typical feasibility study consists of a number of related studies. It starts with the marketing study to ascertain whether there is a market, how large it is, and how to reach it. Following is a technical study to determine, among other things, facility location, appropriate technology, capacity, and availability of qualified workforce. Also a financial study to determine the financial viability of the project and the appropriate capital structure is needed. In addition a legal, organizational, environmental and national impact studies are conducted. The objective of the course is to provide students with the skills to run any investment project such as establishing a new project, expansion of existing project, replacements of major machinery and equipment, and elaborate the purpose and contents of the main studies that make up the feasibility study which are: the marketing study, the technical study, and the financial study.