Entrepreneurship Project (**40** marks)

Comprehensive Business Plan

All students in a group of 5-6 students need to do a project Business Plan. The group is expected to:

* Identify a business idea and recognize opportunities
* (Write a case on a new venture which is similar/closest to your business idea)
* Do feasibility analysis of the business idea(s) and zero down on one if feasibility done on more than one idea. The evidence -written survey, video etc would make the case strong for fetching better marks
* Write a **Business Plan**

A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain information about the background of the team and/or organization attempting to reach those goals. It may be termed as the horoscope of business to be started.

The project would be evaluated as:

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| --- | --- | --- | --- |
| S.N. | Particulars | Timeline | Marks |
| 1 | Business Idea-Centric Case Study Writing & Analysis  (Power point presentation in class – 10 minutes each group, 10 slides)  (Criterion for assessment: relevance of case to business idea, contents’ coverage and quality, formatting of PPTs, presentation skills) | **21 March 2018**  (PPTs only) Presentation March 22 onward | 10 |
| 2 | Comprehensive Business Plan (document)  (BP format compliance, coverage, coherence, quality of contents, application of concepts; documents’ formatting; originality of work) | **14 April 2018** | 15 |
| 3 | Presentation-cum-Viva (PPTs in class)  Consistency in doing projects, periodic review, level of group dynamics, quality of the presentation/viva (oral skills, material, support material used), handling Questions | 16 April onward | 15 |
| **Total** | | | **40** |

**Details for case study**

* Please refer to a case study on ‘Delhivery’ uploaded on Moodle
* Make PPTs accordingly

**Business Plan Format**

* <https://www.bplans.com/downloads/business-plan-template/>
* Formatting: Calibri font -Title of project: 16, Headings: 14, Sub-heading: 12 bold, Main text: 12
* Line space: 1.15
* Text should be justified
* Give name and source of each table/figure
* Contents/Index should limit to one page only
* Page numbered as 1 out of … at bottom right side
* Footnotes of all sources/references
* Front Page Format: (see Moodle) -Front page must have have name of course, name of business plan and details of group members -group number, names (exactly as per ERP) with regn number and SECTION)
* No picture on first page, except logo; however, can be inside the document

Worth referring:

* <http://www.bplans.com/e-commerce_start-up_business_plan/company_summary_fc.php>
* <http://smallb.sidbi.in/%20/policies-regulations/guidelines-procedures-starting-new-business-india>
* <http://www.nasscom.in/india-startup-ecosystem>