**Entrepreneurship BS-CS**

**Fall 2022**

**Project 2 Guidelines**

**Due Date: Two days after the last exam**

1. **This is a team assignment. Teams should be two members only, unless you are doing the work individually. Cross-section teams are allowed.**
2. **DO NOT copy previous semester work, or utilize a project that was done by someone else. It is easy to identify such work. Each semester a number of students get zero in their assignments because they chose to copy. Since this is 10 absolute marks, make an effort and do not risk losing all the marks.**
3. **Write Name, Roll #, Section #, date, Project # on top right hand corner of the first page for both team members.**

**Project guidelines:**

1. Pick one business idea
   * Pick the better of the two ideas you and your team member submitted for Assignment 2
2. Develop a complete feasibility study around that idea.
   * Your report introduction should include an explanation of the two ideas under consideration, and why you feel that the idea you chose was the better idea, and why you feel that the time and circumstances (i.e. opportunity) is right for this idea.
   * You need to go into depth for your feasibility study. All relevant components must be thoroughly described.
   * The first section of your report should provide a good summary of your secondary research into your business idea. If you drew your business idea from project 1, you may incorporate elements from there, but clearly reference them.
   * Section II should be the feasibility study itself. Each relevant component should be clearly identified and deserves a subsection to itself.
   * Details matter!
   * Secondary research on your idea is important, and needs to be summed up in first section of report
     + Clearly define what your product demand tests are (concept statement, questionnaires etc)

**Notes**:

* You are not expected to do more than design the feasibility study.
* Your report must contain all the elements you would have done if you were to conduct the study. This means things like concept statements, questionnaires etc. – all the 4/5 components of a feasibility study
* Ensure that your secondary research is thorough before you design the feasibility study. You may use information from Project One if your business idea is drawn from there.
* Incorporate any relevant information that you might have collected from secondary research into the feasibility study.
* You do not need to actually test out your demand survey, but previous classes have uploaded surveys onto SurveyMonkey and used whatever responses they got to design the organizational feasibility and financial feasibility.

**What to submit:**

* A formal report, which should ideally be in two parts
  + **Part One** should summarize your secondary background research
  + **Part Two** will be your feasibility study**.**
  + **Provide conclusions** at the end.
* Use self-study slides provided earlier about report writing to organize and format your report. Marks will be deducted for missing elements such as references.

\***\*\*\*\*\*\*\*\*\*\*\*\***

**Submission Guidelines:**

**General instructions:**

* Make sure that the following information for **BOTH TEAM MEMBERS** is put in the upper right-hand corner of the first page as shown:
  + Name of all team members
  + Roll number of both team members
  + Section
  + Date of submission.
* Late submissions - especially after the rest have been marked - will not be marked at all.

**Submission**

* Assignments must be submitted in the folder created on the Google Class website.
* Submit a downloadable copy in either MS Word, or PDF (PDF preferred for business communication).
* DO NOT submit links to Google docs, or personal Cloud drives, or any other online website.
* Ensure that your file was actually uploaded. Each semester some students get a zero because they submitted an assignment with no file attached.

**Preparing and writing:**

Try to make your assignment as businesslike as possible. Business communication is an art that will help you through your career as reports, memos and emails are standard in every industry. Every HR study has shown communication skills rank as the top skill when it comes to hiring and promotion decisions. It also helps during exams!

* In short, this means:
  + Be concise, clear and systematic. Stick to the point. Avoid excessive verbiage.
  + Organize your information logically so that your arguments flow naturally and convince the reader.
  + Use bullet points where appropriate to make reading and retention easier.
  + Avoid large “walls” of text. Break information into smaller logical paragraphs, with each paragraph only covering a single point.
  + Provide dropped space (gaps) between paragraphs, and two dropped lines between sections. Use titles and subtitles to organize and group related paragraphs together.
  + Use an appropriate readable font. DO NOT use large fonts – you are not writing a book for children. Large fonts might fill in the space but they are difficult to read, irritating, and look unprofessional and childlike.
  + Use left justification.
  + Always start with the **TITLE OF THE REPORT IN UPPER CASE (CENTER, BOLD, ALL CAPS, UNDERLINE)**
    - **Primary (and Sectional) Titles Are in ‘Title Case’. (Bold, First Letter All Words Capitalized)**
    - **Sub-section titles** are in ‘sentence case’ (**Bold, only first letter in capital**)