Entrepreneurship BCS, BSE – Fall 2022

Project 1 Guideline.

**Objective**: Research and submit an analytical report on the IT sector.

**Submission Date**: TBA

**Assume that your boss is looking for business ideas about expanding in the IT sector and has asked you to prepare a comprehensive report on the topic and make recommendations about which direction to expand in.**

1. Research the “IT Sector” in detail. (History, industries within the sector, influential companies, trends in technology, future projections, etc.).
2. Pick one particular industry or segment that is of particular interest to you, (e.g cyber security, the ‘intent of things’, web applications etc. ) and research it as completely as possible. (Think in terms of future career.)
3. This is a business class, so your focus should be on looking for business ideas.
4. Prepare an ***analytical*** report on your findings. (refer to self-study lecture on report and proposal writing, uploaded on Google class.)

**Hints**:

* Look for business ideas you can use in Project 2
* This is an analytical report. It should include your analysis summation and recommendations.
* Follow APA guidelines for references and citations.
* Details matter! This is a competitive project, and the best report will set the benchmark for the others.
* Remember that the 10 absolute marks for this project are equivalent to your sessional exams. Put in your best effort!

**Submission Guidelines: (continues on next page)**

**General instructions: For All assignments/projects/submissions**

* Make sure that the following information is put in the upper right-hand corner of the first page as shown:
  + Name
  + Roll number
  + Section
  + Assignment/project number
  + Date of submission.

**Submission**

* This is an individual assignment. Copying work will result in a zero for all parties identified. No appeal or re-do is possible. Each semester several students lose marks because of copying.
* Late submissions - especially after the rest have been marked - will not be marked at all.
* Assignments must be submitted in the folder created on the Google Class website.
* Submit a downloadable copy in either MS Word, or PDF, or other WP program.
* 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 bullet points where appropriate.
  + 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. Large fonts will lose you marks.
  + 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**)