THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

A MINORITY RUN COLLEGE. AFFILIATED TO UNIVERSITY OF CALCUTTA
RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT, 1956

DEPARTMENT OF COMMERCE (MORNING/ AFTERNOON/ EVENING)

ENTREPRENEURSHIP DEVELOPMENT (SEC) – PROJECT WORK GUIDELINES – B.COM. CU SEMESTER I (UNDER NEP-CCF SYS, 2022)

Date: 19-11-2026

Full Marks – 25

All the Students of B.Com. (4 Year & 3 Year) Semester I are hereby notified to prepare a relevant Entrepreneurship Development (SEC) compulsory project based on "Preparation of A New Business / Project Proposal".

You are required to prepare a handwritten project in your own words as far as possible on the topic mentioned above.

Students will be informed about their respective date and time slots of the ED project submission in the official WhatsApp group.

ENTREPRENEURSHIP DEVELOPMENT (SEC) – PROJECT WORK GUIDELINES - B.COM. SEMESTER I (2026-27)

Please Note: -

- The project should be within 15 - 20 pages.
- Use Blue / Black pen only.
- It should be a handwritten project to be done in an **interleaf shoelace file**.
- **All Students need to cover the file with brown paper along with a label mentioning his/her name and UID number.**
- **The date for submission of the project is to be notified later but the project must be prepared and kept ready within 1st week of December 2026.**
- Project should contain illustrations in the form of relevant pictures, flow charts, graphs & recent data.

- The first page should have:
  - Name
  - Semester
  - College UID
  - Topic
  - Section (Morning / Evening / Afternoon)
  - Academic year (2026 – 27)

Key important points:

- The contents of the first page should also be mentioned on top of the file.
- Index should be clearly mentioned on the third page.
- Acknowledgement should be given after the index page.

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Vice Principal,
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Vice Principal, Dept. of Commerce
(Afternoon & Evening Section)

DEPARTMENT OF COMMERCE (MORNING/ AFTERNOON/ EVENING)

ENTREPRENEURSHIP DEVELOPMENT (SEC) – PROJECT WORK GUIDELINES – B.COM. CU SEMESTER I (UNDER NEP-CCF SYS, 2022)

GUIDELINES OF WRITING AN ED PROJECT

Business Proposal

A business proposal is a document you submit to prospective clients for an attempt to win themover to your way of doing business. One popular and useful strategy for gaining business is tomake business propositions. Before drafting a business proposal, do some research about yourtarget client; tailor your approach to attend to their requirements. Your voice should be both personable and consistent with the essence of your brand to appeal to potential customers. Youshould generally aim to be polite and transparent. The length of your proposal should be sufficient to explain to your prospective client why they should work with you, but it shouldn'tbe overly drawn out or include unrelated information.

Contents of a Business Proposal

The business proposals will have the following elements, although each one should becustomized to appeal to a certain potential client.

1. **The first page should have: (should be mentioned on the top of the cover file as well)**

a) Name
b) Semester
c) College UID
d) Topic (including the name of the company)
e) Section (Morning / Evening / Afternoon)
f) Academic year (2026 – 27)

2. The second page should include the following components:

- The Title of your Proposal
- Your Name
- Your Company Name
- Your business' contact information and address
- The segment of your potential customer i.e., the target customers

3. Table of Contents

The main function of this section is to give the reader an overall view of the report. The main divisions as well as the subdivisions should be listed in sequence with page numbers they are on. It helps the reader locate a particular topic or sub-topic easily.

S.NO.	HEADINGS	PAGE NO.
1	COVER PAGE	I
2	TITLE PAGE	II
3	TABLE OF CONTENTS/INDEX	III
4	ACKNOWLEDGEMENT	IV
5	**PRODUCT DESCRIPTION**	1
6	**PROBLEM STATEMENT**	2
7	**IMPLEMENTATION OR ACTION PLAN**	3
	TYPE OF ORGANIZATION COMPETITIVE ANALYSIS MARKETING PLAN PRODUCTION PLAN LOGISTICS / OPERATIONS PLAN FINANCIAL PLAN	
8	**CONCLUSION**	
	SWOT ANALYSIS	

4. Acknowledgement

Proper acknowledgement of any help received must be placed on record. There may be a few persons who might have helped you in preparing your project. Customarily, thanks are due to the following persons in the given order:

a. Head of the Institution

b. Head of the Department/Coordinator

c. Faculty Members

d. Others

As a student of B.COM (HONOURS) SEMESTER I (1st YEAR) of THE BHAWANIPUR EDUCATION SOCIETY COLLEGE, CALCUTTA UNIVERSITY, I have got the opportunityto do a project on_____. I have tried to cover all the aspects of this topic. Mywork would not have been completed successfully without the guidance of_____ (Department of commerce).He/she has helped me to plan out my lines of action for doing the project and provided me with all other necessary information. I would like to express my deepest respect to all the faculty member of my college who has guided me from time to time, to complete this project work successfully

5. Product Description:

A brief description of your product.

Here mention who you are and what you want to do and your plans. Elaborate these in your own words. Also discuss about the features and uniqueness of your product

6. Problem Statement:

Identifying the problem and idea generation - Here you discuss about the problem which exists in the society or environment and from thereyou are planning to solve the problem by introducing your product. Also explain how your product will solve the problem.

7. Implementation or Action Plan:

- **Types of Organization:** Mention what type of business you are planning to do- Sole Proprietorship /Partnership /Company
- **Competitive Analysis:** Mention if there is any substitute products or complementary products or any Competitors/rivals in the same industry. Also mention where you standin terms of cost.
- **Marketing Plan:** Strategy, Advertising, Customer Awareness, Sales Promotion. Mentionhow you have decided to promote your product and make the customers aware of the product.
- **Production Plan:** How will your product be made? Where will it be made? Research where your materials will come from and what it will cost to make? What is your realistic production capacity at a time?
- **Logistics / Operations Plan:** How will you
    - procure the raw materials for production,
    - plan for quality control,
    - shipment,
    - reach the final customers?
    - Who will deal will customer service requests and return requests and how?
- **Financial Plan:** Capital Formation, Allocation, Sources, Budget. Prepare a budget (proposed income and expenditure)

8. Conclusion

Here you mention the SWOT analysis. SWOT Analysis is an assessment of your business strengths, weaknesses, opportunities, and threats. Its good to review this at least quarterly.