

**GOVT. OF WEST BENGAL
GOENKACOLLEGE OF COMMERCE & BUSINESS ADMINISTRATION
210, B.B. GANGULY STREET, KOLKATA-700 012**

NOTICE

O.C. No. 146

Date: 05.10.26

This is for information to all first semester students (4 years B.Com Course with research under CCF 2022) that for **Entrepreneurship Development (SEC)** subject, **Tutorial Examination, 2026** of 25 marks will be based on the preparation of a **New Business Plan Project Assignment**.

Accordingly, the students are instructed to prepare a New Business Plan Project Assignment strictly in tune with the specified format and guidelines (Annexed herewith).



Officer-in-Charge
Goenka College of Commerce & BA

Annexure

B.COM (4 years Honours with research)

SEMESTER - I

Subject: Entrepreneurship Development (SEC)

Tutorial Examination 2026 under CCF, 2022

Format of the New Business Plan Project Assignment

- 1. Title Page / Cover Page**
- 2. Table of Contents**
- 3. Introduction**
- 4. Organizational overview**
 - a. Forms of organization
 - b. Proposed name of the organization
 - c. Proposed location of the organization
 - d. Founders
- 5. Market overview**
 - a. Feasibility study
 - b. Problem Statement (if any)
 - c. Proposed Solution
 - d. Strength Weakness Opportunity Threat (SWOT) Analysis
- 6. Product Line (Goods or Service)**
- 7. Pricing Strategy**
- 8. Advertising, Promotional Strategy and Distribution Strategy**
- 9. Financial Requirements and Probable Sources of Finance**
- 10. Financial Projections for at least 3 years as given in the Annexure below.**
- 11. Conclusion**

Annexure:

Format for showing Financial Projections (give basic/preliminary hypothetical data)

Particulars	01-04-2026 to 31-03-2027	01-04-2027 to 31-03-2028	01-04-2028 to 31-03-2029
Projected Expenses	*****	*****	*****
Projected Revenue	*****	*****	*****
Projected Profit	*****	*****	*****
Growth in Revenue		*****	*****
Growth in Profit		*****	*****
Return on Investment	*****	*****	*****

Other Guidelines for the New Business Plan Project Assignment

1. The project must be **typed in English (MS Word)**
2. Font Type to be used- **Times New Roman**
Font Size - **Headings -16**
Sub- headings – 14
Main Content – 12
3. **Pictures and Graphical Presentations** may be included in the Project
4. Alignment – **Justify**
5. Number of pages - **15 to 20**
6. **One Hard Copy with Spiral Binding must be submitted**

The date of submission will be announced later on.