

MBA, Term 3: Entrepreneurship & New Venture Planning (ENVP)

TERM PAPER GUIDELINES

- 1) Learners will prepare a Term Paper on a **Startup** OR a **Small & Medium Enterprise** OR a **Family business**. The business entity has to be from India & the role of the Entrepreneur should be clearly evident in it.
- 2) Learners must choose this business entity from that *Industry or Sector* in which they have interest & about which they want to learn more (Do not pick & choose some random business entities from any Industry or Sector).
- 3) Choose the business entity about which sufficient information is available in secondary domain (websites, news, articles, financial data, etc.). Collecting primary data (from the business entity itself) is *desirable*, but not essential.
- 4) The basic purpose of this Term Paper is that candidates undertake a **complete journey** of the business entity, from starting till date, so as to understand it in the context of Entrepreneurship.
- 5) The Term Paper must have minimum 5,000 number of words (there is no upper limit). It should not be **copy-paste** from internet (Plagiarism level on Turnitin should not be more than 10%). *Candidates have to highlight their understanding, their thoughts & analysis about the business entity*. They can analyze its Internal data (Website, Reports, financial data, Social media accounts, etc.) as well as External data (news, articles, media reports, industry reports, etc.)
- 6) The broad structure of the Term Paper is – Analysis of the Industry or Sector in which this business entity is operating/Market Analysis (Competitors details, etc.)/Background of the Entrepreneur who started this business entity/Initial journey of the Entrepreneur/Challenges faced/Managing the challenges/Business Strategies followed/Product(s) of business entity/Marketing & Brand building activities/Important events in the life of business entity/Current state of the business entity/Future challenges that may arise for business entity/others). *All these headings must be covered*. Additionally, learners are free to come up with more headings.
- 7) Only the Term Paper needs to be submitted (before End Term examination). No Presentation has to be made.

Some Pointers

- a) This Project has to be done individually. Each learner has to come up with minimum 2 names of business entities they are interested in (these 2 names can be from any industry/sector). Your instructor will guide you whether one name out of them can be finalized OR you need to again search for another 2 names.
- b) One business entity will be allocated to one learner only among all Sections of the batch (no repetition of business entity). Once the Google sheet is floated, the names of business entities will be allocated on First come First Serve basis. The starting & ending date\time of Google sheet will be informed to you.
- c) Term Paper format – MS Word, Arial Font 11, Margin ‘Narrow’, Line spacing single 1.0. Exhibits, if any, must be provided in the end (Tables, Charts, figures, etc.) & they will not be counted in word limit.

Some more points

- * Think beyond popular business entities. If you search, you will find numerous such examples in India who have sufficient information available in public domain
- * Do not think in terms of only Startups. There are other components of Entrepreneurship like **Small & Medium Enterprises** and **Family businesses**. Search for names among them also
- * Think of some Indian entities, who due to their Innovative & Entrepreneurial spirit are doing well
- * You may think of some Small & Medium Indian entities who are beating the Foreign competitors, inspite of all the resources & expertise commanded by Foreign companies
- * Think of some Regional Indian entities, which are market leaders in their geographies - North, South, East, West India
- * You can also select those entities which could not succeed (Analyzing the reasons of their downfall & deriving useful learnings out of it)
- * While selecting Names, don't go for Me-too names. Analyze why you want to study this entity? What different they had done or doing? Why it deserves to be studied?

Others

In ENVP, this is the ONLY work you will be doing besides attending Classes. Rest all activities we will cover **within** the Class itself

In the end, one time review & evaluation will not be done for this Term Paper. Periodic reviews & periodic evaluations will be done at regular intervals, to ensure continuity & monitor progress

,