



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE**

GUIDELINES FOR PROJECT WORK IN BUSINESS STUDIES-XII-23-24

Introduction

With the purpose to help the students understand the framework within which a business operates, and its interaction with the social, economic, technological and legal environment, the Project Work is to be done in Business Studies. The projects have been designed to allow students to appreciate that business is an integral component of society and help them develop an understanding of the social and ethical issues concerning them. By means of Project Work the students are exposed to life beyond textbooks giving them opportunities to refer materials, gather information, analyze it further obtain relevant information and decide what matter to keep.

Objectives

After doing the Project Work in Business Studies, the students will be able to do the following: develop a practical approach by using modern technologies in the field of business and management;

get an opportunity for exposure to the operational environment in the field of business management and related services; inculcate important skills of team work, problem solving, time management, information collection, processing, analyzing and synthesizing relevant information to derive meaningful conclusions get involved in the process of research work; demonstrate his or her capabilities while working independently and make studies an enjoyable experience to cherish.

Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks)

Project One: Elements of Business Environment

1. Changes witnessed over the last few years on mode of packaging and its economic impact.

- a) The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes.
- b) Milk being supplied in glass bottles, later in plastic bags and now in tetra pack and through vending machines.
- c) Plastic furniture [doors and stools] gaining preference over wooden furniture.
- d) The origin of cardboard and the various stages of changes and growth.
- e) Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
- f) Re use of packaging [bottles, jars and tins] to attract customers for their products.
- g) The concept of pyramid packaging for milk.

- h) Cost being borne by the consumer/manufacturer.
- i) Packaging used as means of advertisements.

2. The reasons behind changes in the following:

Coca – Cola and Fanta in the seventies to Thums up and Campa Cola in the eighties to Pepsi and Coke in nineties.

The students are to enquire about

- a) Reasons of stopping the manufacturing of the above-mentioned drinks in India THEN.
- b) The introduction of Thums up and Campa cola range.
- c) Reentry of Coke and introduction of Pepsi in the Indian market.
- d) Factors responsible for the change.
- e) Other linkages with the above.
- f) Leading brands and the company having the highest market share.
- g) Different local brands venturing in the Indian market.
- h) The rating of the above brands in the market.
- i) The survival and reasons of failure in competition with the international brands.
- j) Other observations made by the students

3. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave and standard of living.

4. The changes in the pattern of import and export of different Products.

5. The trend in the changing interest rates and their effect on savings.

6. A study on child labor laws, its implementation and consequences.

7. The state of ‘anti plastic campaign,’ the law, its effects and implementation.

8. The laws of mining /setting up of industries, rules and regulations, licenses required for running that business.

9. Social factors affecting acceptance and rejection of an identified product.

(Dish washer, Atta maker, etc)

10. What has the effect of change in environment on the types of goods and services?

The students can take examples like:

- a) Washing machines, micro waves, mixers and grinder.
- b) Need for crèche, day care centre for young and old.
- c) Ready to eat food, eating food outside, and tiffin centres.

11. Change in the man-machine ratio with technological advances resulting in change of cost structure.

12. Effect of changes in technological environment on the behaviour of employee.

II. Project Two: Principles of Management

The students are required to visit any one of the following:

- 1. A departmental store.
- 2. An Industrial unit.

3. A fast food outlet.
4. Any other organisation approved by the teacher.

They are required to observe the application of the general Principles of management advocated by Fayol.

Fayol's principles

1. Division of work.
2. Unity of command.
3. Unity of direction.
4. Scalar chain
5. Esprit de corps
6. Fair remuneration
7. Order.
8. Equity.
9. Discipline
10. Subordination of individual interest to general interest.
11. Initiative.
12. Centralization and decentralisation.
13. Stability of tenure.
14. Authority and Responsibility

OR

They may enquire into the application of scientific management techniques by F.W. Taylor in the unit visited.

Scientific techniques of management.

1. Functional foremanship.
2. Standardization and simplification of work.
3. Method study.
4. Motion Study.
5. Time Study.
6. Fatigue Study.
7. Differential piece rate plan.

III. Project Three: Stock Exchange

The purpose of this project is to teach school students the values of investing and utilising the stock market. This project also teaches important lessons about the economy, mathematics and financial responsibility. The basis of this project is to learn about the stock market while investing a specified amount of fake money in certain stocks. Students then study the results and buy and sell as they see fit. This project will also guide the students and provide them with the supplies necessary to successfully monitor stock market trends and will teach students how to calculate profit and loss on stock. The project work will enable the students to: understand the topics like sources of business finance and capital market understand the concepts used in stock exchange inculcate the habit of watching business channels, reading business journals/newspapers and seeking information from their elders.

The students are expected to:

- a) Develop a brief report on History of Stock Exchanges in India. (your country)
- b) Prepare a list of at least 25 companies listed on a Stock Exchange.
- c) To make an imaginary portfolio totaling a sum of Rs. 50,000 equally in any of the 5 companies of their choice listed above over a period of twenty working days.

The students may be required to report the prices of the stocks on daily basis and present it diagrammatically on the graph paper. They will understand the weekly holidays and the holidays under the Negotiable Instruments Act. They will also come across with terms like closing prices, opening prices, etc. During this period of recording students are supposed to distinctively record the daily and starting and closing prices of the week other days under the negotiable instrument act so that they acquire knowledge about closing and opening prices. The students may conclude by identifying the causes in the fluctuations of prices. Normally it would be related to the front page news of the a business journal, for example,

Change of seasons, Festivals, Spread of epidemic, Strikes and accidents, Natural and human disasters, Political environment, Lack of faith in the government policies, Impact of changes in government policies for specific industry, International events, Contract and treaties at the international scene, Relation with neighboring countries, Crisis in developed countries etc.

The students are expected to find the value of their investments and accordingly rearrange their portfolio. The project work should cover the following aspects;

1. Graphical presentation of the share prices of different companies on different dates.
2. Change in market value of shares due to change of seasons, festivals, natural and human disasters.
3. Change in market value of shares due to change in political environment/ policies of various countries/crisis in developed countries or any other reasons
4. Identify the top ten companies out of the 25 selected on the basis of their market value of shares. It does not matter if they have made profits or losses.

IV. Project Four: Marketing

1. Adhesives2. Air conditioners3. Baby diapers4. Bathing Soap5. Bathroom cleaner6. Bike
7. Blanket8. Body Spray9. Bread10. Breakfast cereal11. Butter12. Camera13. Car14. Cheese
spreads15. Chocolate16. Coffee17. Cosmetology product18. Crayons19. Crockery20. Cutlery21.
Cycle22. DTH23. Eraser24. e-wash25. Fairness cream26. Fans27. Fruit candy28. Furniture29.
Hair Dye30. Hair Oil31. Infant dress32. Inverter33. Jams34. Jeans35. Jewellery36. Kurti 37.
Ladies bag38. Ladies footwear39. Learning Toys40. Lipstick41. Microwave oven42. Mixers43.
Mobile 44. Moisturizer45. Music player46. Nail polish47. Newspaper48. Noodles49. Pen50. Pen
drive51. Pencil52. Pickles53. Razor54. Ready Soups55. Refrigerator 56. RO system57. Roasted
snacks58. Salt 59. Sarees60. Sauces/ Ketchup61. Shampoo62. Shaving cream63. Shoe polish 64.
Shoes65. Squashes66. Suitcase/ airbag67. Sunglasses68. Tea69. Tiffin Wallah70. Toothpaste71.
Wallet72. Washing detergent73. Washing machine74. Washing powder75. Water bottle76. Water
storage tank77. Wipes

The identified product should not be items whose consumption/use is discouraged by the society and government like alcohol products/pan masala and tobacco products, etc.

Identify one product/service from the above which the students may like to manufacture/provide Now the students are required to make a project on the identified product/service keeping in mind the following:

1. Why have they selected this product/service?
2. Find out '5' competitive brands that exist in the market.
3. What permission and licenses would be required to make the product?
4. What are your competitors Unique Selling Proposition. [U.S.P.]?
5. Does your product have any range give details?
6. What is the name of your product?
7. Enlist its features.
8. Draw the 'Label' of your product.
9. Draw a logo for your product.

10. Draft a tag line.
 11. What is the selling price of your competitor's product?
 - (i) Selling price to consumer
 - (ii) Selling price to retailer
 - (iii) Selling price to wholesaler
 12. How will your product be packaged?
 13. Which channel of distribution are you going to use? Give reasons for selection?
 14. Decisions related to warehousing, state reasons.
 15. What is going to be your selling price?
 - (i) To consumer
 - (ii) To retailer
 - (iii) To wholesaler
 16. List 5 ways of promoting your product.
 17. Any schemes for
 - (i) The wholesaler
 - (ii) The retailer
 - (iii) The consumer
 18. What is going to be your 'U.S.P'?
 19. What means of transport you will use and why?
 20. Draft a social message for your label.
 21. What cost effective techniques will you follow for your product.
 22. What cost effective techniques will you follow for your promotion plan.
- At this stage the students will realise the importance of the concept of marketing mix and the necessary decision regarding the four P's of marketing. Product, Place Price, Promotion.

On the basis of the work done by the students the project report should include the following:

1. Type of product /service identified and the (consumer/industries) process involve there in.
2. Brand name and the product.
3. Range of the product.
4. Identification mark or logo.
5. Tagline.
6. Labeling and packaging.
7. Price of the product and basis of price fixation.
8. Selected channels of distribution and reasons thereof.
9. Decisions related to transportation and warehousing. State reasons.
10. Promotional techniques used and starting reasons for deciding the particular technique.
11. Grading and standardization.

Presentation and Submission of Project Report

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission.

- 1. The total length of the project will be of 25 to 30 pages.**
- 2. The project should be handwritten.**
- 3. The project should be presented in a neat folder.**
- 4. The project report should be developed in the following sequence-**

Cover page should include the title of the Project, student information, school and year.

List of contents.

Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).

Introduction.

Topic with suitable heading.

Planning and activities done during the project.

Observations and findings of the visit.

Conclusions (summarized suggestions or findings, future scope of study).

Photographs (if any).

ASSESSMENT

Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

1 Initiative, cooperativeness and participation	2 Mark
2 Creativity in presentation	2 Mark
3 Content, observation and research work	4 Marks
4 Analysis of situations	4 Marks
5 Viva	8 Marks
Total	20 Marks