



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

GUIDELINES FOR PROJECT WORK IN BUSINESS STUDIES-2025-26

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 (Any one out of 4 topics)

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

The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes.

Milk being supplied in glass bottles, later in plastic bags and now in tetra pack and through vending machines.

Plastic furniture [doors and stools] gaining preference over wooden furniture.

The origin of cardboard and the various stages of changes and growth.

Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
Re use of packaging [bottles, jars and tins] to attract customers for their products.
The concept of pyramid packaging for milk.
Cost being borne by the consumer/manufacturer.
Packaging used as means of advertisements.

Topic 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

- ❖ Reasons of stopping the manufacturing of the above-mentioned drinks in India THEN.
- ❖ The introduction of Thumps up and Campa cola range.
- ❖ Re-entry of Coke and introduction of Pepsi in the Indian market.
- ❖ Factors responsible for the change.
- ❖ Other linkages with the above.
- ❖ Leading brands and the company having the highest market share.
- ❖ Different local brands venturing in the Indian market.
- ❖ The rating of the above brands in the market.
- ❖ The survival and reasons of failure in competition with the international brands.
- ❖ Other observations made by the students

Topic 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.

Following points should be kept in mind while doing the project

i. Work-Life Balance and Mental Health

- The psychological impact of women balancing careers and family responsibilities.
- Mental health trends among working women in nuclear vs joint families.
- Role of technology (e.g., remote work, mobile apps) in managing home and work.

ii. Education and Skill Development

- Increase in women's access to higher education and vocational training.
- Shifts in career preferences among women (STEM, Entrepreneurship, etc.).
- Impact of education on family decision-making and autonomy.

iii. Parenting and Childcare Responsibilities

- Role of women in modern parenting practices.
- Availability and usage of daycare and domestic help in nuclear families.
- Shared parenting trends and how they affect women's roles.

iv. Women's Role in Decision-Making

- Influence of women in household financial decisions (investment, savings, property).
- Participation in major life choices like children's education, relocation, etc.

v. Technological Adaptation and Gender

- Adoption and usage patterns of household appliances and digital tools by women.
- How appliances have reshaped gender roles and labor division at home.
- Marketing trends targeting women as primary consumers.

vi. Women and Entrepreneurship

- Growth of home-based businesses and startups led by women.
- Use of social media and e-commerce platforms by women entrepreneurs.
- Role of self-employment in transforming family dynamics.

vii. Legal and Policy Changes

- Laws that have affected women's rights in marriage, inheritance, maternity leave, etc.
- Government schemes promoting women's empowerment (e.g., SHGs, Beti Bachao Beti Padhao).
- Effectiveness of policy changes on actual family roles.

viii. Migration and Urbanization

- How women's roles shift when families move from rural to urban areas.
- Impact of living abroad (NRIs) or in cosmopolitan cities on traditional roles.

Topic 4: A study on child labour laws, its implementation and consequences. Following points should be kept in mind while doing the project

- ❖ What is child labour and how it affects children?
- ❖ How does UNICEF define child labour?
- ❖ What forms of child labour are there (Where do child laborers in India work?)
- ❖ What are the causes of child labour in India?
- ❖ What needs to be done to stop child labour in India?
- ❖ How does SOS Children's Villages in India help?
- ❖ Child Labour Statistics according to latest census
- ❖ Industries that employ child labour in India Diamond industry
- ❖ Fireworks manufacture
- ❖ Silk manufacture
- ❖ Initiatives against child labour in India
- ❖ Are there not Indian laws against child labour?
- ❖ Implementation of Child Labour Laws
- ❖ Acts that control child Labour in India Factories Act, 1948
- ❖ Mines Act, 1952
- ❖ Juvenile Justice (Care and Protection of Children) Act, 2015
- ❖ Right to children Free and Compulsory Education Act, 2009.
- ❖ Bonded child labour in India.
- ❖ Consequences of child labour

Project 2 : Principles of Management (EITHER FAYOL'S PRINCIPLES OR TAYLOR'S PRINCIPLES)

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

- i. A departmental store.
- ii. An Industrial unit.
- iii. A fast-food outlet.
- iv. 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. Espirit 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.

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:

- i. Develop a brief report on History of Stock Exchanges in India. (your country)
 - ii. Prepare a list of at least 25 companies listed on a Stock Exchange.
 - iii. 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 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.

Project Four: Marketing

1. Adhesives	12. Camera	23. Eraser	34. Jeans
2. Air conditioners	13. Car	24. e-wash	35. Jewellery
3. Baby diapers	14. Cheese spreads	25. Fairness cream	36. Kurti
4. Bathing Soap	15. Chocolate	26. Fans	37. Ladies bag
5. Bathroom cleaner	16. Coffee	27. Fruit candy	38. Ladies footwear
6. Bike	17. Cosmetology product	28. Furniture	39. Learning Toys
7. Blanket	18. Crayons	29. Hair Dye	40. Lipstick
8. Body Spray	19. Crockery	30. Hair Oil	41. microwave oven
9. Bread	20. Cutlery	31. Infant dress	42. Mixers
10. Breakfast cereal	21. Cycle	32. Inverter	43. Mobile
11. Butter	22. DTH	33. Jams	44. Moisturizer

45. Music player	62. Shaving cream
46. Nail polish	63. Shoe polish
47. Newspaper	64. Shoes
48. Noodles	65. Squashes
49. Pen	66. Suitcase/ airbag
50. Pen drive	67. Sunglasses
51. Pencil	68. Tea
52. Pickles	69. Tiffin boxes
53. Razor	70. Toothpaste
54. Ready Soups	71. Wallet
55. Refrigerator	72. Washing detergent
56. RO system	73. Washing machine
57. Roasted snacks	74. Washing powder
58. Salt	75. Water bottle
59. Sarees	76. Water storage tank
60. Sauces/ Ketchup	77. Wipes
61. Shampoo	

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

What is the profit margin in percentage to the
Manufacturer

Wholesaler

Retailer

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.

Any schemes for

The wholesaler

The retailer

The consumer

17. What is going to be your 'U.S.P'?

18. What means of transport you will use and why?

19. Draft a social message for your label.

20. What cost effective techniques will you follow for your product.

21. 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:

- ❖ Type of product /service identified and the (consumer/industries) process involve there in.
 - ❖ Brand name and the product.
 - ❖ Range of the product.
 - ❖ Identification mark or logo.
 - ❖ Tagline.
 - ❖ Labeling and packaging.
 - ❖ Price of the product and basis of price fixation.
 - ❖ Selected channels of distribution and reasons thereof.
 - ❖ 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:

Each student will prepare and submit his/her project report on 06/08/25

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 --**
 - i. Cover page should include the title of the Project, student information, school and year.
 - ii. List of contents.
 - iii. Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).
 - iv. Introduction.
 - v. Topic with suitable heading.
 - vi. Planning and activities done during the project, if any.
 - vii. Observations and findings of the visit.
 - viii. Conclusions (summarized suggestions or findings, future scope of study).
 - ix. Photographs (if any).
 - x. Appendix
 - xi. Teacher's observation.
 - xii. Signatures of the teachers.
 - xiii. At the completion of the evaluation of the project, it should be punched in the centre so that the report may not be reused but is available for reference only.
 - xiv. The project will be returned after evaluation. The school may keep the best projects.

ASSESSMENT:

Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

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