



INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
PROJECT DETAILS FOR BUSINESS STUDIES-XI-23-24

The objectives of the project work:

Objectives of project work are to enable learners to:

- Probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XI.
- Analyse and evaluate real world scenarios using theoretical constructs and arguments
- Demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work
- Follow up aspects in which learners have interest
- Develop the communication skills to argue logically

Steps involved in the conduct of the project:

Students may work upon the following lines as a suggested flow chart:

Choose a title/topic

Collection of the research material/data

Organization of material/data

Present material/data

Analysing the material/data for conclusion

Draw the relevant conclusion

Expected Checklist for the Project Work:

- Introduction of topic/title
- Identifying the causes, events, consequences and/or remedies
- Various stakeholders and effect on each of them

- Advantages and disadvantages of situations or issues identified
- Short-term and long-term implications of strategies suggested in the course of research
- Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

Students must take any ONE topic from the following topics.

I. Project One: Field Visit The objective of introducing this project among the students is to give a first-hand experience to them regarding the different types of business units operating in their surroundings, to observe their features and activities and relate them to the theoretical knowledge given in their text books. The students should select a place of field visit from the following: – (Add more as per local area availability.)

a) Visit to a Departmental store.

OR

b) Visit to a Mall.

The following points should be kept in mind while preparing this visit.

1. Select a suitable day free from rush/crowd with lean business hours.
2. it's better to seek permission from the concerned business- incharge.
3. Students are encouraged to prepare a worksheet containing points of observation and reporting.
4. Students may carry their cameras (at their own risk) with prior permission for collecting evidence of their observations.

a) Visit to a Departmental store

The students are required to observe the following:

- a) Different departments and their lay out.
- b) Nature of products offered for sale.
- c) Display of fresh arrivals.
- d) Promotional campaigns.
- e) Spaces and advertisements.
- f) Assistance by Sales Personnel.

b) Billing counter at store – Cash, Credit Card/ Debit Card, swipe facility. Added attractions and facilities at the counter.

h) Additional facilities offered to customers

i) Any other relevant aspect.

b) Visit to a Mall.

The students are required to observe the following:

a) Number of floors, shops occupied and unoccupied.

b) Nature of shops, their ownership status

c) Nature of goods dealt in: local brands, international brands,

d) Service business shops- Spas, gym, saloons etc.

e) Rented spaces, owned spaces,

f) Different types of promotional schemes.

g) Most visited shops.

h) Special attractions of the Mall- Food court, Gaming zone or Cinema etc.

i) Innovative facilities.

j) Parking facilities.

II. Project Two: Case Study on a Product

Take a product having seasonal growth and regular demand with which students can relate. For example, Apples from Himachal Pradesh, Kashmir. • Oranges from Nagpur, • Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc. • Strawberries from Panchgani, • Aloe vera from Rajasthan, • Walnuts/almonds from Kashmir, • Jackfruit from South, • Guavas from Allahabad, • Pineapples from North East India, • Tea from Assam, • Orchids from Sikkim and Meghalaya, • Pottery of Manipur, • Fishes from coastal areas.

Students may develop a Case Study on the following lines:

- (i) Research for change in price of the product. For example, apples in Himachal Pradesh during plucking and non plucking season.
- (ii) Effect on prices in the absence of effective transport system.
- (iii) Effect on prices in the absence of suitable warehouse facilities.
- (iv) Duties performed by the warehouses.
- (v) Demand and supply situation of the product during harvesting season, prices near the place of origin and away.

Students are motivated to find out the importance of producing and selling these products and their processed items along with the roles of Transport, Warehousing, Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing etc.

III. Project Three: Aids to Trade taking any one AID TO TRADE, for example

A. Insurance and gathering information on following aspects

1. History of Insurance Lloyd's contribution.
2. Development of regulatory Mechanism.
3. Insurance Companies in India
4. Principles of Insurance.
5. Types of Insurance and Importance of insurance to the businessmen.
6. Benefits of crop, orchards, animal and poultry insurance to the farmers.
7. Terminologies used (premium, face value, market value, maturity value, surrender value) and their meanings.
8. Anecdotes and interesting cases of insurance- Reference of films depicting people committing fraudulent acts with insurance companies.
9. Careers in Insurance.

OR

B. Banking and gathering information on following aspects

1. History of Banking
2. Development of regulatory Mechanism.
3. Banks in India
4. Functions of Banks.
5. Types of Bank Accounts and Importance of Banking to the business.
6. Different services provided by the banks
7. Terminologies used in banking sector
8. Careers in Banking.

• **Project IV:** Import /Export Procedure Any one from the following

1. Import /Export procedure the students should identify a product of their city/country which is imported /exported.
2. They are required to find the details of the actual import/export procedure. They may take help from the Chambers of Commerce, Banker, existing Importers/Exporters, etc.
3. They should find details of the procedure and link it with their Text knowledge.
4. The specimens of documents collected should be pasted in the Project file with brief description of each. They may also visit railway godowns/dockyards/ transport agencies and may collect pictures of the same.

GENERAL INSTRUCTIONS

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

1. The total project will be in a file format, with pictures and graphs.

2. The project will be handwritten.
3. The project will be presented in a neat folder.
4. It should be done in A4 Sheets and submitted in a proper folder on -----
5. The project report will be developed in the following sequence-
 - a) Cover page should project the title
 - b) Student information, school and year.
 - c) List of contents.
 - d) Acknowledgements and preface (acknowledging the institution, the newspapers read, T.V. channels viewed, places visited and persons who have helped).
 - e) Introduction. Topic with suitable heading. Planning and activities done during the project, if any. Observations and findings while conducting the project. Newspaper clippings to reflect the changes of share prices.
 - f) Conclusions (summarized suggestions or findings, future scope of study).
 - g) Appendix/ Bibliography.

RUBRICS

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