



INDIAN SCHOOL AL WADI AL KABIR

DEPARTMENT OF COMMERCE

PROJECT DETAILS FOR ENTREPRENEURSHIP- XI-23-24

PROJECT WORK

Students have to do **ONE** project in the entire academic session.

Assessment details for the project work:

RUBRICS

Project file	10
Viva /Voce	05
Written Exam	15
Total Marks	30

TOPIC FOR THE PROJECT:

PROJECT 1: Profile of An Entrepreneur

Students are required to:

Create a detailed project file covering the journey of an entrepreneur.

CONTENTS OF THE TOPIC:

- COVER PAGE
- ACKNOWLEDGEMENT
- INDEX
- INTRODUCTION TO THE ENTREPRENEUR
- EARLY CHILDHOOD
- EDUCATIONAL BACKGROUND
- HOW DID HE START HIS BUSINESS? (His struggles)
- A TWO PAGE INTRODUCTION OF HIS COMPANY/ BRAND
- CURRENT WHEREABOUTS OF THE ENTREPRENEUR (his current businesses/projects)
- CONCLUSION
- BIBLIOGRAPHY

PROJECT 2: Inspiring change through women entrepreneurs

Students are required to:

Create a project file on a woman entrepreneur who brought about a change in the society.

- COVER PAGE
- ACKNOWLEDGEMENT
- INDEX
- INTRODUCTION TO THE ENTREPRENEUR
- EARLY CHILDHOOD
- EDUCATIONAL BACKGROUND
- HOW DID SHE START HER BUSINESS?
- THE STRUGGLES SHE FACED
- HOW DID SHE MAKE A CHANGE IN THE SOCIETY
- CONCLUSION
- BIBLIOGRAPHY

PROJECT 3: Conduct a market survey for any two brands and draw comparisons on their popularity

Students are required to:

Conduct a market survey to find out about a popularity of a brand in their vicinity.

CONTENTS OF THE TOPIC:

- COVER PAGE
- ACKNOWLEDGEMENT
- INDEX
- INTRODUCTION TO THE BRANDS
- MARKETING STRATEGIES OF THE BRANDS
- EXPLAIN THE SURVEY WITH THE HELP OF DIAGRAMS
- FINDINGS
- SUGGESTIONS
- CONCLUSION
- BIBLIOGRAPHY
- ATTACHMENT OF QUESTIONNAIRE

OBJECTIVES OF THE PROJECT WORK:

Objectives of project work are to enable learners to:

1. Probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class
2. Analyse and evaluate real world scenarios in which the Entrepreneurs have applied the theories taught in class to be successful
3. Demonstrate the knowledge of critical data assimilation and creative thinking skills to produce an independent and extended piece of work
4. Develop the secondary data research skills to support the topic

STEPS INVOLVED IN THE CONDUCT OF THE PROJECT:

Students may work upon the following lines as a suggested:

1. Choose a title/topic
2. Collection of the research material/data
3. Organization of material/data
4. Present material/data
5. Analysing the material/data for conclusion
6. Draw the relevant conclusion
7. Presentation of the Project Work

EXPECTED CHECKLIST FOR THE PROJECT WORK:

1. Introduction of topic/title
2. Identifying the product/service/entrepreneur
3. Identify the State handicraft
4. Various stakeholders and effect on each of them
5. Use of different tools for market assessment and it's analysis
6. Calculation of various costs involved in the selling process
7. Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
8. Presentation and writing that is succinct and coherent in project file
9. Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

VIVA-VOCE

1. At the end of the academic session, each learner will present the research work in the Project File to the Internal examiner.
2. The questions should be asked from the Research Work/ Project File of the learner.
3. The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.
4. In case of any doubt, authenticity should be checked and verified.