

I. Project One: Elements of Business Environment

The teachers should help the students in selecting any one element of the following:

1. Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify the following changes:
 - (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 tetrapack 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) Reuse 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 teacher may guide the students to the times when India sold Coca-Cola and Fanta were being manufactured in India by the foreign companies.

The students may be asked 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) Re entry 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.

The teacher may develop the following on the above lines.

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 labour 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, licences 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 been 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.

III. Project Three: Stock Exchange

The purpose of this project is to teach school students the values to 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 Stock Exchange.
- (c) To make an imaginary portfolio totalling a sum of ₹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 in faith in the government policies.
 - Impact of changes in government policies for specific industry.
 - International events.
 - Contract and treaties at the international scene.
 - Relations with the neighbouring 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.

Two problems will be **specific** ones, each relating to Ratio Analysis and Cash Flow Statement. The data for these will be drawn mainly from corporate sector. The situations given in problems will require a student to analyse the information given in the financial statements.