

### Project Guidelines

First page - Name

Class

Board Roll no.

School Name

Second Page- Business Studies Project

Third Page- Acknowledgement

I would like to convey my thanks to *Name of the teacher*, who gave the guidance and valuable suggestions for the completion of this project.

Name of student

Board Roll no.

Fourth Page-Certificate

This is to certify that *Name of student* of class XII of St. Giri sr. sec school has completed the project file under the supervision and guidance of the teacher as per CBSE guidelines.

*Name of the teacher*

Fifth Page-Index

Sno.	Particulars	Page no.	Remarks	Teacher's sign.
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Sixth Page- Name of the project

## Project -Principles of Management

### Introduction

These days business has assumed wider dimensions as a result of which numerous problems arises

In day to day activities and the manager of organization has to solve these problems. A manager need guidelines to grapple with the problems and run the organization efficiently. The principles of management guide the managers. That is why, the study of principles of management is important.

### Objectives of the study

The chief purpose of this project is to see the principles of management being implemented in real life. With its help we shall get the information whether the principles of management which we come across in the books is actually true?

- To know that the organization has been practicing Principles of management.
- To study whether by practicing the principles of management the efficiency of manager is actually enhanced.

### Selection of organization

In order to achieve the objectives of this project we needed an organization where business is carried on a large scale and various activities are performed. For fulfilling this purpose PIZZA HUT\* is selected. (the student may take any organization of his/her choice)

The following were the chief reasons for selecting this company:

1. It is capable of fulfilling the purpose of this project.
2. One of the outlet is situated nearby and visiting it would be easy.

### Subject matter of the study

Under this project, the 14 principles of management advocated by Henri Fayol were studied. These principles are as follows:

- Please enter the names of 14 principles of management here.

### Observation tools used

In this study primary data is collected to know the performance of organization i.e. sample space of ten employees is taken and asked about practicing principles of management (Henri Fayol) through 14 simple questions.

### Personal Observation

In this the functioning of organization is observed as a customer and as an external observer.

#### Limitations of the study

- The study was restricted to only lower and middle level workers of Pizza hut.
- Result is based on very small sample space/size.
- Time was the limited factor in the report.

#### Principles of Management

- Meaning of principles of management.
- Nature of principles of management.
- Profile of Henry Fayol
- Principles of Management by Henry Fayol (Briefly explain each principle)

#### Company Profile (like Pizza hut)

It may include details like who founded the company, the headquarters, no. of locations/employees, Parent company etc.

#### Introduction

- Pizza hut – PEARL(Passion/Execute/Accountable/Recognize/Listen)
- History (Company's)
- Service Process (in case it is a fast food chain or restaurant like Pizza hut)

#### Investigation based on questionnaire

The student should write the name of the principle (viz. Division of work)

Then the question related to the principle

After this the student should make a table showing responses of 10 employees for that question in the following ways: (example)

Option	Frequency
Yes	6
No	4

The student should make the graphs also on the basis of table. if the student wants to make pie chart, then he/she should include two more columns of % and degree.

### Investigation based on personal observation

The student should write their observation of the principles in the organization.

### Summary and conclusion

A- Result of investigation based on questionnaire

S.no.	Name of Principle	Favourable	Unfavourable

B- Result of investigation based on personal observation

S.no.	Name of Principle	Favourable	Unfavourable

### Conclusion

### Appendix

### Questionnaires

### Project-Child labour

1. Definition
2. Causes of child labour
3. Consequences of child labour
4. Bonded Labour
5. Child Trafficking
6. Child labour laws
7. Industries where child labour works
8. Countries in which child labour is found
9. Implementation of Government Policies and laws
10. Initiative and efforts
11. Role of NGOs
12. Analysis(Based on responses from questionnaire)
13. Appendix
14. Questionnaire

### Project-Changing role of women in society

1. Introduction
2. Joint family system
3. Causes for change in family structure
4. Nuclear family system and single parent system
5. Composition of women work force
6. Women in government
7. Famous women personalities of India  
-Saina Nehwal, Chanda Kochhar, Arundhati Bhattacharya, Indira Nooyi, Ekta Kapoor etc.
8. Changing status of women and laws
9. Women influencing demand of various products
10. Analysis (Based on responses from questionnaire)
11. Conclusion
12. Appendix
13. Questionnaire

### Project-Anti Plastic Campaign

1. Plastic-Introduction
2. Types of Plastic products
3. Sources of plastic
4. Types of plastic in packaging
5. Benefits of Plastic
6. Plastic-a growing disaster
7. Effects on environment
8. 3R's for plastic-Resuse, Reduce, Recycle
9. Benefits of Recycling
10. Ban on Plastic made by government
11. Implementation of Laws
12. Need for enforcement
13. Conclusion
14. Steps taken by other countries
15. Anti Plastic campaign
16. Purpose of Campaign
17. Indian laws on plastic use
18. Government seeking amendments
19. Implementation of campaign
20. Consumers' role in Campaign
21. Examples of Campaign
22. Analysis (Based on responses from questionnaire)
23. Suggestions
24. Appendix
25. Questionnaire

### Project-Marketing Management

1. Meaning of Marketing, Marketing management
2. Marketing Mix-Elements of Marketing Mix(4Ps)
3. Product Name (just write the name of product selected on the page)
4. Why have I selected this product/services
5. Permission and Licence required for the product
6. Five competitive brands(their profile along with images)
7. U.S.P. of competitors' products (Unique selling proposition)
8. Selling price of competitors' products(to wholesaler, retailer and consumer)
9. Analysis (Based on responses from consumers from questionnaire)
10. Meaning of Brand, Brand name, Brand mark and trade mark (one page only)
11. Brand Name of our Product
12. Logo and tagline
13. Features of our Product
14. U.S.P. of our product
15. Range of our product(Variety of our product offered)
16. Packaging-meaning and levels, Level selected
17. Labelling -meaning, front and back label of our product(proper layout)
18. Price-Meaning, pricing objectives
19. Selling price of our product(to wholesaler, retailer and consumer)
20. Profit margin in percentage to Manufacturer, Wholesaler and Retailer
21. Factors affecting determination of price of product
22. Place-Meaning of Channel of distribution, Levels of channel of distribution(with diagram)
23. Level selected for our product
24. Factors affecting determination of channel of distribution
25. Warehousing and transportation(Selection for our product)
26. Promotion-Meaning, Promotional tools
27. 5 ways of promoting our product
28. Schemes offered to wholesaler, retailer and consumer
29. Social Message
30. Cost effective techniques for our product and promotion
31. Conclusion
32. Appendix
33. Questionnaire

### Project-Stock Exchange

1. About the topic
2. Objectives of projects-
  - to trace the history of stock exchange
  - to understand the nature of share price fluctuation
  - to make investments in shares of five selected companies
3. Data Collection(secondary sources like economics times, websites of NSE/BSE and other India today, NDTV Profit channel, ET now etc.
4. History of Indian Stock Market
5. Transitional Phase of Indian stock market
6. Current Scenario(NSE/BSE)
7. List of 25 Companies listed on NSE/BSE
8. Portfolio of investor in shares in five companies selected (amount as per student's choice)
9. List of Holidays
10. One month high and low price of shares of five companies with opening and closing price along with graphs(preferably computerised)
11. Table showing calculation of return on investment
12. Second month high and low price of shares of five companies with opening and closing price along with graphs(preferably computerised)
13. Table showing calculation of return on investment
14. Revised Portfolio based on return on investment
15. Causes for share Price fluctuations
16. Conclusion and Appendix