

Best Practice Report Shark Tank Classroom: Connecting Social Science with Contemporary Shows

Theme	Best Practice Integrating Social Science with Current Affairs
Venue	PM SHRI Kendriya Vidyalaya O.F. Chanda
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Introduction

As an innovative teaching practice, the “Shark Tank Classroom” activity was conducted to connect the Social Science curriculum with contemporary programmes and real-life economic situations. The activity was designed around the concept of entrepreneurship and Factors of Production, enabling students to apply classroom concepts to practical situations.



Objectives

To develop an understanding of the four Factors of Production—Land, Labour, Capital and Entrepreneurship.

To connect textbook concepts with contemporary programmes such as Shark Tank India.

To develop entrepreneurial thinking, creativity and problem-solving skills.

To encourage students to identify real-life social and economic problems and propose solutions.

To promote communication, teamwork, decision-making and presentation skills.

To develop awareness about how businesses can contribute to social welfare and community development.

Implementation of the Activity

Students were divided into small groups and given the role of young entrepreneurs. Each group developed an innovative business idea based on a product or service that could address a real-life need.

Taking inspiration from the format of Shark Tank India, students presented their business ideas before the class, acting as entrepreneurs pitching their ideas to potential investors.

During their presentations, students explained:

Business Idea – The product or service they proposed.

Need/Problem Addressed – The problem their idea would solve.

Land – Natural resources, raw materials and space required.

Labour – Human resources and skills required.

Capital – Money, machinery, technology and other resources required.

Entrepreneurship – How the entrepreneur would organise and combine all factors of production.

Social Benefit – How their business idea could benefit society.

Future Scope – Possibilities for expansion, employment generation and sustainable development.

Classroom Interaction

The activity created a simulated “Shark Tank” environment in the classroom. Students confidently presented their ideas and responded to questions from their classmates acting as investors.

The audience evaluated the ideas on the basis of innovation, feasibility, effective use of factors of production, social usefulness and sustainability.

Learning Outcomes

Through this activity, students were able to:

Explain the meaning and importance of the Factors of Production.

Apply economic concepts to real-life entrepreneurial situations.

Understand the role of an entrepreneur in organising resources.

Develop confidence in public speaking and presentation.

Work collaboratively and make decisions as a team.

Think creatively and develop innovative solutions to social problems.

Understand that entrepreneurship can contribute to employment generation and social development.

Integration with 21st-Century Skills

The activity promoted several important skills:

Creativity and Innovation | Critical Thinking | Communication | Collaboration | Problem Solving | Decision Making | Financial Awareness | Entrepreneurial Skills

Social and Value Education

Students were encouraged to develop business ideas that were not only economically viable but also socially responsible. They explored ideas related to environmental protection, waste management, education, accessibility, local employment and community welfare.

The activity reinforced the idea that business and entrepreneurship can be used as instruments for positive social change.

Impact of the Best Practice

The “Shark Tank Classroom” transformed a theoretical topic into an engaging, experiential learning experience. Students became active participants rather than passive learners. The use of a familiar contemporary show made the concept relatable and encouraged students to connect Social Science with everyday life.

The activity also provided students with an opportunity to understand that economic concepts such as land, labour, capital and entrepreneurship operate together in the real world.

Conclusion

The Shark Tank Classroom is an effective best practice for making Social Science learning experiential, contemporary, interdisciplinary and application-oriented. By combining curriculum concepts with entrepreneurship and social responsibility, the activity helped students understand economic concepts while developing confidence, creativity and problem-solving abilities.

Best Practice Highlight:

“From textbook concepts to real-world solutions—students learned economics by becoming entrepreneurs and using their ideas to create value for society.”

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