

Cambridge International School, Mohal, Kullu

First Quarter Curriculum Sub Code-054

Subject – **Business Studies**

Session- **2020-21**

Class –**XII**

April, May, June.

Part A: Principles and Functions of Management

Month	Content	LEARNING OUTCOMES	Methodology	Assesment
April	Nature and Significance of Management	Management - concept, objectives, and importance	Explanation Notes Making Note book practice	Oral question Class test Unit test
		Management as Science, Art and Profession		
	Levels of Management			
	Management functions- planning, organizing, staffing,			
	Coordination- concept and importance			
	Principles of Management- concept and significance			
	Fayol's principles of management			
	Taylor's Scientific management- principles and techniques	Explanation Notes Making Notebook practice	Oral question Class test Unit test	

May	Business Environment	Business Environment- concept and importance		
	Planning	Dimensions of Business Environment- Economic, Social, Technological, Political and Legal Demonetization - concept and features		
		Concept, importance and limitation		
		Planning process		
	Organising	Organising Process		
Structure of organisation- functional and divisional concept.				
Delegation: concept, elements and importance				
June				

		Decentralization: concept and importance		
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Cambridge International School, Mohal, Kullu

Second Quarter Curriculum Sub Code-054

Subject – Business Studies

Session- 2020-21

Class –XII

July, August, September

Month	Content	LEARNING OUTCOMES	After going through this unit, the student/ learner would be able to:		
July	Staffing	Concept and importance of staffing	Understand the concept of staffing. Explain the importance of staffing.	Explanation Notes Making Notebook practice	Oral question Class test Unit test
		Staffing process	Describe the steps in the process of staffing		
		Recruitment process	Understand the meaning of recruitment. Discuss the sources of recruitment. Explain the merits and		

August	Directing	Selection - process	Understand the meaning of selection. Describe the steps involved in the process of selection	Explanation NotesMaking Notebookpractice	Oralquestion Classtest Unittest
		Training and Development - Concept and importance, Methods of training - on the job and off the job - vestibule training, apprenticeship training and internship training	Understand the concept of training and development. Appreciate the importance of training to the organisation and to the employees. Discuss the meaning of induction training, vestibule		
		Concept and importance	Describe the concept of directing. Discuss the importance of directing		
		Elements of Directing	Describe the various elements of directing		
		Motivation - concept, Maslow's hierarchy of needs, Financial and non-financial incentives	Understand the concept of motivation. Develop an understanding of Maslow's Hierarchy of needs. Discuss the various financial and	Explanation NotesMaking Notebookpractice	Oralquestion Classtest Unittest
		Leadership - concept, styles - authoritative, democratic and laissez faire	Understand the concept of leadership. Understand the various styles of leadership.		

	Controlling	Controlling - Concept and importance	Understand the concept of controlling. Explain the importance of		
		Steps in process of control	Discuss the steps in the process of controlling.	Explanation NotesMaking Notebookpractice	Oralquestion Classtest Unittest

Cambridge International School, Mohal, Kullu

Third Quarter Curriculum Sub Code-054

Subject – Business Studies

Session- 2020-21

Class –XII

October, November, December

Part B: Business Finance and Marketing

Month	Content	LEARNING OUTCOMES	After going through this unit, the student/ learner would be able to:		
September	Financial Management	Concept, role and objectives of Financial Management	Understand the concept of financial management. Explain the role of finance management in an organisation. Discuss the	Explanation Notes Making Notebook practice	Oral question Class test Unit test
		Financial decisions: investment,	Discuss the three financial decisions and the		
		Financial Planning - concept and importance	Describe the concept of financial planning and its objectives. Explain the		
		Capital Structure – concept and factors affecting capital structure	Understand the concept of capital structure. Describe the factors determining the		
		Fixed and Working Capital - Concept and factors	Understand the concept of fixed and working capital. Describe the factors		
October	Financial Markets	Financial Markets: Concept, Functions and types	Understand the concept of financial market. · Explain the functions of financial market. · Understand capital market and money market as types of financial	Explanation Notes Making Notebook practice	Oral question Class test Unit test

		Money market and its instruments	Understand the concept of money market. <ul style="list-style-type: none"> Describe the various money market 		
		Capital market and its types (primary and secondary), methods of floatation in the primary market	Discuss the concept of capital market. <ul style="list-style-type: none"> Explain primary and secondary markets as types of capital market. Differentiate between capital market and money market. Discuss the methods of floating 		
		Stock Exchange - Functions and trading procedure	Give the meaning of a stock exchange. <ul style="list-style-type: none"> Explain the functions of a stock exchange. Discuss the trading procedure in a stock exchange. Give the meaning of depository 		
		Securities and Exchange Board of India (SEBI) - objectives and	State the objectives of SEBI. <ul style="list-style-type: none"> Explain the functions of SEBI. 		
	Marketing	Marketing – Concept, functions and philosophies	Understand the concept of marketing. Explain the features of marketing.		
		Marketing Mix – Concept and elements	Understand the concept of marketing mix. Describe the		
		Product - branding, labelling and packaging –	Understand the concept of product as an element of marketing mix.		

		Price - Concept, Factors determining price	Understand the concept of price as an element of marketing		
			Understand the concept of physical distribution. Explain the components of physical distribution Describe the various channels of distribution		
	Consumer Protection	Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations	Understand the concept of promotion as an element of marketing mix. Describe the elements of promotion mix. Understand the concept of	Explanation Notes Making Notebook practice	Oral question Class test Unit test
		Consumer Protection Act 1986: Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available	Understand the concept of a consumer according to the Consumer protection Act 1986. Explain the consumer rights Understand the responsibilities of consumers Understand who can file a complaint and		
November	Revision				

Suggested Question Paper Design
Business Studies (Code No. 054)
Class XII (2020-21)
March 2020 Examination

Marks: 80

Duration: 3 hrs.

SN	Typology of Questions	Objective Type/ MCQ 1 Mark	Short Answer I 3 Marks	Short Answer II 4 Marks	Long Answer I 5 Marks	Long Answer II 6 Marks	Marks
1	Remembering: Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	5	1	1	1	1	23
2	Understanding: Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas	5	2	1	-	1	21
3	Applying: Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	5	1	-	1	1	19
4	Analysing and Evaluating: Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations. Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria. Creating: Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.	5	1	1	1	-	17
	Total	20x1=20	5x3=15	3x4=12	3x5=15	3x6=18	80(34)

There will be **Internal Choice** in questions of 3 marks (1 choice), 4 marks (1 choice), 5 marks (2 choices) and 6 marks (2 choices). In all, total 6 internal choices.

BUSINESS STUDIES (Code No. 054)
CLASS–XII (2020-21)

Theory: 80 Marks
Project: 20 Marks

3 Hours

UNIT		Periods	Marks
Part-A	Principles and Functions of Management		
1	Nature and Significance of Management	12	16
2	Principles of Management	14	
3	Business Environment	12	14
4	Planning	14	
5	Organising	15	20
6	Staffing	16	
7	Directing	15	
8	Controlling	12	
	Total	110	50
Part B	Business Finance and Marketing		
9	Financial Management	20	15
10	Financial Markets	18	
11	Marketing Management	30	15
12	Consumer Protection	12	
	Total	80	30
	Project work	30	20