

**Curriculum**  
**Subject: Business Studies (054)**  
**Class: XII**  
**Session: 2024-25**

	April	May	June	July
<b>Content</b>	<b>Nature and Significance of Management</b>	<b>-Principles of Management -Business Environment</b>	<b>-Planning -Organizing</b>	<b>Marketing Management.</b>
<b>Learning Outcomes</b>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept, objectives, functions, importance and levels of Management.</li> <li>• Examine the nature of management as a Science, art and profession.</li> <li>• Discuss the concept and characteristics and importance Of coordination.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the concept of principles of management.</li> <li>• Explain the significance of management principles. Fayal’s principles of management</li> <li>• Discuss the principles of management developed by Fayola. Taylor’s Scientific management principles and techniques</li> <li>• Explain the principles and techniques of ‘Scientific Management</li> <li>Understand the concept of ‘Business Environment’.</li> <li>• Describe the importance and dimensions of the business environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the concept, importance, limitations and steps in the process of planning.</li> <li>• Understand the concept and importance of organizing as a Structure and as a process.</li> <li>• Describe the steps in the process of organizing</li> <li>Structure of organization- functional and divisional concept</li> <li>• Describe functional and divisional structures of Organization.</li> <li>Delegation: concept, elements and importance</li> <li>• Understand the concept, elements, importance of delegation.</li> <li>• Understand the concept and importance of decentralization.</li> <li>• Differentiate between delegation and decentralization.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the concept, functions. Philosophies of Marketing.</li> <li>• Understand the concept of Marketing mix.</li> <li>• Understand the concept of product as an element of marketing mix.</li> <li>• Understand the concepts of Branding, labeling and packaging.</li> <li>• Understand the concept of price as an element of marketing mix.</li> <li>• Describe the factors determining price of a product.</li> <li>Physical Distribution – concept</li> <li>• Understand the concept of physical distribution</li> <li>• Understand the concept of promotion as an element of marketing mix and elements of the promotion mix.</li> </ul>
<b>Skills</b>	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis
<b>Competency Skill Based Activities/ Experiential Learning</b>	<b>Art Integrated Project- Principles of Management with Social science.</b> Monument awareness- Visit to Handloom industrial area at Bhutti.	<b>Model of three levels of Management.</b>	Visit to Bhuttico.	
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• C.W./H.W</li> <li>• Model/Project</li> <li>• Notebook Maintenance</li> <li>• Periodic Test</li> </ul> <p><b>Main Book: Business Studies by Poonam Gandhi.</b></p>			

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	August/September	October	November	December
<b>Content</b>	<b>Staffing/Directing</b>	<b>Controlling ;Financial Management</b>	<b>Financial Markets and Consumer Protection</b>	<b>Revision</b>
<b>Learning Outcomes</b>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept, importance, steps in process of staffing.</li> <li>• Understand the meaning and steps in the process of recruitment &amp; selection</li> <li>• Understand the concept of Training and development.</li> <li>• Appreciate the importance of training to the organization and to the employees.</li> <li>• Discuss on the job and off the job methods of training.</li> <li>• Describe the concept, importance, elements of directing.</li> <li>• Describe the various elements of directing</li> <li>Motivation - concept, Maslow’s hierarchy of needs, Financial and non-financial incentives.</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of controlling.</li> <li>• Explain the importance of controlling.</li> <li>• Discuss the steps in the process of controlling.</li> </ul> <p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept, role, objectives of financial management.</li> <li>• Discuss the Financial decisions: investment, financing and dividend- Meaning and factors affecting.</li> <li>• Describe the concept, importance of financial planning.</li> <li>• Understand the concept of capital structure &amp; the factors determining the choice of an appropriate capital structure of a company.</li> <li>• Understand the concept of fixed and working capital.</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of a consumer according to the Consumer Protection Act, 2019.</li> <li>• Explain the consumer rights and responsibilities of consumers</li> <li>• Understand who can file a complaint and against whom?</li> <li>• Discuss the legal redressal machinery under Consumer Protection Act, 2019.</li> <li>• Examine the remedies available to the consumer under Consumer Protection Act,2019</li> <li>• Understand the concept of the financial market.</li> <li>• Explain the functions of the financial market.</li> <li>• Understand capital market and money market as types of financial markets. Money market and its instruments</li> <li>• Understand the concept of the money market.</li> <li>• Describe the various money market instruments.</li> <li>• Discuss the concept of capital market.</li> <li>• Explain primary and secondary markets as types of capital market.</li> <li>• Differentiate between capital market and money market.</li> <li>• Discuss the methods of floating new issues in the primary market.</li> <li>• Distinguish between primary and secondary markets.</li> <li>• Give the meaning, functions and the trading procedure in a stock exchange.</li> <li>• Give the meaning of depository services and demit account as used in the trading</li> <li>• State the objectives and functions of SEBI</li> </ul>	
<b>Skills</b>	Knowledge, Understanding, Application/Analysis.	Knowledge, Understanding, Application	Knowledge, Understanding, Application, Analysis.	
<b>Competency Skill Based Activities/ Experiential Learning</b>	<b>Report on various resources of Finance.</b>	<b>Project - Stock Exchange.</b>	Role play will be performed in the class to form a Joint stock company.	
<b>Assessments</b>	<ul style="list-style-type: none"> <li>• C.W./H.W</li> <li>• Model/Project</li> <li>• Notebook Maintenance</li> <li>• Periodic Test</li> <li>•</li> </ul> <p><b>Main Book: Business Studies by Poonam Gandhi.</b></p>			