



Curriculum

Subject: Business Studies(054)

Session: 2023-24

Class: XII

	March	April	May	June/ July
Content	Nature and Significance of Management	-Principles of Management -Business Environment	-Planning -Organizing	Marketing Management.
Learning Outcomes	After going through this unit, the student/ learner would be able to: •Understand the concept , objectives,functions, importance and levels of management. •Examine the nature of management as a science, art and profession. • Discuss the concept and characteristics and importance of coordination.	• Understand the concept of principles of management. • Explain the significance of management principles. Fayol’s principles of management • Discuss the principles of management developed by Fayol. Taylor’s Scientific management principles and techniques • Explain the principles and techniques of ‘Scientific Management’ Understand the concept of ‘Business Environment’. • Describe the importance and dimensions of the business environment.	• Understand the concept ,importance,limitations and steps in the process of planning. • Understand the concept and importance of organizing as a structure and as a process. • Describe the steps in the process of organizing Structure of organization- functional and divisional concept • Describe functional and divisional structures of organization. Delegation: concept, elements and importance • Understand the concept,elements,importance of delegation. • Understand the concept and importance of decentralization. • Differentiate between delegation and decentralization.	•Understand the concept, functions.philosophies of marketing. •Understand the concept of marketing mix. •Understand the concept of product as an element of marketing mix. •Understand the concepts of branding, labeling and packaging. •Understand the concept of price as an element of marketing mix. • Describe the factors determining price of a product. Physical Distribution – concept •Understand the concept of physical distribution •Understand the concept of promotion as an element of marketing mix and elements of the promotion mix.
Skills	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis	Knowledge, Understanding, Application, Analysis
Competency Skill Based Activities/ Experiential Learning	Art Integrated Project- Principles of Management. Monument awareness- Visit to Handloom industrial area at Bhutti.	Model of three levels of Management.		
Assessment	C.W./H.W Model/Project Notebook Maintenance Periodic Test Main Book: Business Studies by Poonam Gandhi.			

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