

CHOITHRAM SCHOOL, MANIK BAGH, INDORE

ANNUAL CURRICULUM PLAN SESSION 2020-21

TARGET GROUP: CLASS-XII

SUBJECT AREAS: BUSINESS STUDIES

Month/Working days	Theme/ Sub-theme	Objectives		Resources/Activities	Expected learning outcome	Assessment
		Specific	Behavioral			
March/21	1.Nature and Signification of management <ul style="list-style-type: none"> • Concept , Feature of management • Objectives of Management • Importance of Management • Nature of Management • Levels of Management • Functions of Management • Co-ordination – Concept , Nature 	After studying this chapter, Children will be able to: <ul style="list-style-type: none"> • Understand the concept of management. • Explain the meaning of ‘Effectiveness’ and ‘Efficiency’. • Discuss the objectives of management . • Describe the importance of management. • Examine the nature of management as science, art and profession. • Classify the different levels of management. • Understand the role of top, middle and lower levels of management. • Explain the functions of management. • Discuss the concept and characteristics of coordination. • Explain the importance of coordination 	<ul style="list-style-type: none"> • Understand how to manage human and physical resources effectively. • They will learn the importance of coordination and cooperation in different aspects of life. • They will come to know about different levels operating in organisation and relative importance of each level. • Be meticulous 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson • Black Board • Project Work • Videos on management as an art, science and profession. • Art Integration • Acronyms of various points were developed so that students learn in an effective way. • Importance of coordination and functions will be explain taking their class presentations and soft board as examples. 	<ul style="list-style-type: none"> • The importance of management and its application in daily life. • Features of management • Nature of management as science, art and profession. • Role and importance of top, middle and lower level. • Significance and features of coordination. • Different functions of management 	Home assignment Work Sheets

<p>April21</p>	<p>2. Principles of management</p> <ul style="list-style-type: none"> • Concept ,Nature and significance of principles of management • Fayol ‘s Principles of management • Taylor’s Scientific Management • Principles of scientific management • Techniques of Scientific management 	<ul style="list-style-type: none"> • State the meaning, nature and significance of principles of management • Understand the concept of principles of management. • Explain the significance of management principles. • Discuss the principles of management developed by fayol. • Explain the principles and techniques of scientific management. • Compare the contributions of Fayol and Taylor. 	<ul style="list-style-type: none"> • Students will be able to correlate how principles are applicable in daily life. • Students will understand the difference between operational and management jobs. • Students will learn to work in team. • Students will know the importance of being disciplined and systematic. • Students will be able to define authority and responsibility relationship 	<p>Art Integration</p> <ul style="list-style-type: none"> • Students will be divided in two groups one following principles and doing a task and one without principles to see who do better and efficient • Videos on principles of management. • PPT on Fayol’s Principles of management • PPT on Taylor’s principles and Techniques of management 	<p>State the meaning, nature and significance of management principles.</p> <ul style="list-style-type: none"> • Understand the difference between operational and managerial jobs. • Apply Fayol’s principles in their routine work. • Understand the importance of having parity in authority and responsibility. • Students will inculcate values like cooperation, initiative, discipline, team 	<p>Work sheets will be sent through Google classroom</p>

					work, etc. Amongst them.	
April/21	Business Environment <ul style="list-style-type: none"> • Meaning of Business Environment • Importance of Business Environment • Dimensions of business environment • Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India. • Demonetization - concept and features 	After studying the lesson: <ul style="list-style-type: none"> • To explain the meaning of business environment. • To discuss the importance of business environment. • To describe the various elements of business environment. • To classify them as general and specific forces. • To understand the new economic policy. • To examine the economic environment in India and the impact of Government policies on business and industries • Understand the concept of demonetization 	<ul style="list-style-type: none"> • Students will understand different forces of environment which affect the business. • Students will understand different factors of environment which will affect the business. • Give examples from real life of factors which will affect the business. • Economic growth. • Importance of rules , laws and regulation • Being ethical • Social development 	<ul style="list-style-type: none"> • Video as an introduction to various environment. • Text book page • Summery chart of the lesson • Video on Globalization Art Integration • Project Work on business Environment • Current news will be taken to explain legal, economic and political environment. • Festivals, fashions and culture will be taken to explain social environment. 		Home assignment Worksheets will be sent through Google classroom
May/	Marketing Marketing – Concept, functions and philosophies <ul style="list-style-type: none"> • Marketing Mix – Concept and elements • Product - branding, labeling 	After studying the chapter students would be able to : <ul style="list-style-type: none"> • Understand the concept of marketing. • Explain the features of marketing. • Discuss the functions of marketing. • Explain the marketing 	<ul style="list-style-type: none"> • Understand the role of marketing in business promotion. • Become aware of different marketing Philosophies. • Social development. • Role of mass 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson • Case study of Harley Davidson on 4 P’s of Marketing • Students will be 	<ul style="list-style-type: none"> • State the meaning of Marketing. • Explain the important functions of marketing. • Differentiate between marketing and selling. 	Home assignment Worksheets

	<p>and packaging – Concept</p> <ul style="list-style-type: none"> • Price - Concept, Factors determining price • Physical Distribution – concept, components and channels of distribution • Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations 	<p>philosophies</p> <ul style="list-style-type: none"> • Understand the concept of marketing mix. • Describe the elements of marketing mix. • Understand Branding and its key elements. • List out the contents of Labelling. • Recognize the importance of Packaging. • Analyze the factors affecting price of a product. • List out the types of channels of distribution. • Understand the concept of physical distribution. • Explain the components of physical distribution. • Describe the various channels of distribution. • Understand the concept of promotion as an element of marketing mix. • Describe the elements of promotion mix. • Understand the concept of advertising. • Understand the concept of sales promotion. • Discuss the concept of public relations. 	<p>media.</p> <ul style="list-style-type: none"> • Associate branding with daily life. • List out the examples from daily life of famous brands. • Be aware of Public relation and its role in business. • Realize the need of advertisement in business promotion • Understand the distribution channel and its impact on economy. 	<p>told to design their own marketing Mix</p> <ul style="list-style-type: none"> • Designing the Logo of different company product. • Project Work II Project : (Promotion of any product) <p>Art Integration</p> <ul style="list-style-type: none"> • To check their analysis power they will be told to write tag line of various products they are using. <ul style="list-style-type: none"> • Video on branding will be shown to students to analyze its importance. 	<ul style="list-style-type: none"> • Know and become familiar with market management Philosophies. • Explain the elements of marketing-Mix. • Understand Branding and its key elements. • List out the contents of Labelling. • Recognize the importance of Packaging. • Analyze the factors affecting price of a product. • List out the types of channels of distribution. • Explain the major tools of promotion. • Be aware of Public relation and its role in business. 	
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June 17	<ul style="list-style-type: none"> • Consumer Protection • Concept and importance of consumer protection • Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available • Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs) 	<p>Students will learn to :</p> <ul style="list-style-type: none"> • To define consumer as per consumer Act. • Students will understand the concepts and importance of consumer protection act. • Students will come to know about their rights and responsibilities as a consumer. • Students will be able to name and describe the different redressal agencies for protection of consumers. • will come to know about the remedies and reliefs available to consumers. • List out consumer responsibilities • Describe the ways and means of consumer protection • Describe the role of consumer organization and NGOs in protection consumers' interest. 	<p>Students will be able to</p> <ul style="list-style-type: none"> • Understand the legal framework for consumer protection in India. • Students will be able to differentiate between consumer and customer • Awareness of consumers rights and responsibilities. • Development of sense of responsibility as a consumer 	<ul style="list-style-type: none"> • Real Life Examples • Preparation of file in which News papers cutting shows consumer information. • Text book page • Summery chart of the lesson • Black Board 	<ul style="list-style-type: none"> • Define consumer and explain the importance of consumer protection Act. • Know their rights as a consumer. • Know about different redressal machinery in case of any complain. • Become aware and responsible consumer. • Know about the reliefs available to them in case of defective and false product. 	<p>Home assignment</p> <p>Worksheets through Google classroom</p>
June/17	<p>Planning</p> <ul style="list-style-type: none"> • Meaning, Importance, Features Limitations, 	<p>Student will able to learn</p> <p>State the meaning of planning</p> <ul style="list-style-type: none"> • Describe the features and importance of planning 	<ul style="list-style-type: none"> • Students will understand the importance of effective planning 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson • Black Board 	<ul style="list-style-type: none"> • The concepts and meaning of planning • features and 	<p>Home assignment.</p> <p>Assessment</p>

July/26

Organizing

- Concept , Steps in the

- Planning Process
- Types of Plans

- Explain the limitations of planning
- Analyze the steps in planning process
 - Identify the different type of plans
 - Differentiate between different types of plans

- Explain the concept and
- Meaning of organising.
 - Explain the process of organising.
 - Describe the importance of organising.
 - Explain the meaning, advantages and disadvantages of functional organisation.
 - Explain the meaning, advantages and disadvantages of divisional organization
 - Explain the meaning, advantages

- Identify their goal and objectives properly
- Plan the strategies to achieve their objectives
 - Time management
 - Research and development
 - Being futuristic
 - Innovation
 - Opportunity seeking
 - creativity
 - Collaboration
 - To think from society point of view also
 - Awareness of changes in business environment
 - Problem solving
 - Able to make their own rules and regulations

- Effective management.
- Importance of Freedom of work.
- Students will learn how to utilise physical and human resources effectively.

Story telling (Presentation in the form of video)

Art Integration

Students will be told to make flow chart of features, importance and limitations of planning for better understanding.

- Text book page
- Summery chart of the lesson
- Black Board

- importance of planning
- limitations of planning
- to identify different types of plans
- to work in team
- time management
- being innovative and creative
- to become an opportunity seeker to make their own rules and regulations

- Explain the concept of organising.
- Explain the process of organising.
- Describe the

will be done through a case study:

Making Organisationl hierarchy of the oranisation they visited as a part of their project

	<p>Process of Organising</p> <ul style="list-style-type: none"> • Importance of Organizing • Organizational Structure • Types of Organizational Structure • Formal and Informal Structure • Delegation and its elements • Importance of delegation • Decentralization 	<p>and disadvantages of formal and informal organisation.</p> <ul style="list-style-type: none"> • Distinguish between formal and informal organisation. • Explain the concept of delegation and decentralization. • Describe the importance of delegation and decentralization. <p>Distinguish between delegation and decentralization</p>	<ul style="list-style-type: none"> • Students will learn to Work systematically i.e., in organised way. • Sharing • Developing communication skills. 	<ul style="list-style-type: none"> • Industrial visit will be organized which will help the student to understand the organizational hierarchy. 	<p>importance of organising.</p> <ul style="list-style-type: none"> • Explain the meaning, advantages and disadvantages of functional organisation. • Explain the meaning, advantages and disadvantages of divisional organization • Explain the meaning, advantages and disadvantages of formal and informal organisation. • Distinguish between formal and informal organisation. • Explain the concept of delegation and decentralisation 	<p>Students will be told to pen paper different departments of school and application of delegation and decentralization in school after explaining the concept.</p>
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September/24	<p>Staffing</p> <ul style="list-style-type: none"> • Meaning, Need and Importance of 	<p>After studying the chapter Children will learn to</p> <ul style="list-style-type: none"> • Define staffing; 	<ul style="list-style-type: none"> • Student will understand the importance of 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson 	<ul style="list-style-type: none"> • Know the meaning of staffing. 	<p>Home assignment Assessment in</p>
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<p>September/ 24</p>	<p>Staffing, Staffing as part of Human Resource Management, Evolution of HRM, Staffing Process, Recruitment</p> <ul style="list-style-type: none"> • Sources of Recruitment, Process of Selection, Training and Development, Training Methods 	<ul style="list-style-type: none"> • Establish its relationship with Human Resource Management • State the need and importance of staffing; • Describe the steps in the staffing process; • State the meaning of recruitment and selection; • Identify important sources of recruitment; • Describe the steps in the selection process • Appreciate the need of training and development; and • Explain various on the job and off the job methods of training. <p>After studying this chapter, student should be able to:</p> <ul style="list-style-type: none"> • Explain the concept of directing and its importance in business organisations; • Explain the meaning of motivation and its importance in business management; • Understand and explain Maslow’s theory of hierarchy of needs and its application to motivation of employees in an organisation; 	<p>humans as a resource for production</p> <ul style="list-style-type: none"> • Creation of employment • Understanding human relationship • Social Security • Recognition, Human development • Economic development. • Accuracy and more proficiency • Knowledge about different training methods • Become aware of selection process <p>Students will</p> <ul style="list-style-type: none"> • Understand the importance of directing and how to become a good leader. • Motivation • Interpersonal 	<p>Black Board</p> <p>Showing Videos</p> <p>Campus recruitment will be explained taking help of clip of movie (3 idiots) colleges.</p> <ul style="list-style-type: none"> • Text book page • Summery chart of the lesson • Black Board • Images of three persons 	<ul style="list-style-type: none"> • Understand the need and importance of staffing. • List and explain the steps in staffing process. • State the meaning of recruitment and selection • Identify and explain the different sources of recruitment. • Understand the need for Training and development. • Various on the job and off the job methods of training. • Know the concept of directing and its importance in business organisations; • Understand the principles guiding directing process • Explain the meaning of supervision and its importance; 	<p>the form of case studies.</p> <p>Worksheet through Google classroom</p> <p>Objective test will be taken to cover various levels through Google classroom</p>
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	<p>DIRECTING</p> <ul style="list-style-type: none"> • Meaning • Importance of Directing <p>Elements of Directing</p> <ul style="list-style-type: none"> • Motivation, Leadership • Communication , formal and informal • Barriers to Communication • Improving Communication Effectiveness 	<ul style="list-style-type: none"> • Explain the financial and non-financial incentives through which managers motivate their employees; • Explain the concept of leadership and its importance in Describe the qualities of a good leader management; • Explain about formal and informal communications in the organisations; and • Identify various barriers to effective communications and measures to overcome these barriers in the organizations. 	<p>Relationship , Co-</p> <ul style="list-style-type: none"> • Initiation, partnerships: • Develops communication Skills. • Supervision and guidance • How to be a good leader • Team work • Innovation & creativity • Understanding organizational environment. 	<p>belonging to three elements of Directing will be shown to students to identify the elements (motivation, leadership and communication.</p> <ul style="list-style-type: none"> • Activity to explain leadership: <p>3 students will be selected from class. Then students will be told to highlight their qualities on the basis of which they have selected these students.</p>	<ul style="list-style-type: none"> • Explicate the meaning of motivation and its importance in business management; • Understand and explain Maslow’s theory of hierarchy of needs and its application to motivation of employees in an organization; • Describe the financial and non-financial incentives through which managers motivate their employees; • Enlighten the concept of leadership and its importance in describing the qualities of a good leader management. • Explain about formal and informal communications in the organisations; and • Identify various 	
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					barriers to effective communications and measures to overcome these barriers in the organizations.	
october/22	Controlling <ul style="list-style-type: none"> • Concept and importance. • Relationship between planning and controlling • Steps in the process of control 	After studying this chapter, students will be able to: <ul style="list-style-type: none"> • Know the meaning of controlling; • State the importance of controlling; • Describe the relationship between planning and controlling; • Explain the steps in the process of controlling 	<ul style="list-style-type: none"> • Scientific attribute • Maximum utilization of resources • Observation • Analyzing deviations and to solve them • Controlling techniques 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson Black Board <p>Students will be asked to explain the control system of organization they had visited.</p>	<ul style="list-style-type: none"> • State the meaning of controlling. • Explain the importance of controlling. • Describe the relationship between planning and controlling; • Explain the steps in the process of controlling. 	Home assignment
November/20	Financial Management <ul style="list-style-type: none"> • Meaning of Business Finance • Concept of Financial Management • Financial Decisions • Factors affecting financial decision • Capital Structure • Factors affecting the Choice of Capital Structure • Fixed & Working capital • Financial Planning 	After studying this chapter, Children should be able to: <ul style="list-style-type: none"> • State the meaning of business finance • Describe financial management. • Explain the meaning and importance of financial planning; • State the meaning of capital structure • Analyse the factors affecting the choice of an appropriate capital structure. • State meaning of fixed 	<ul style="list-style-type: none"> • Importance of financial planning. • Comparative study • Finance • Risk Taking • Analytical • Thinking • Decision making 	<ul style="list-style-type: none"> • Text book page • Summery chart of the lesson Black Board <p>Project Work(Stock Exchange)</p> <p>Guest Lecture</p> <p>Art Integration Role play will be done and students will be</p>	<ul style="list-style-type: none"> • State the meaning of business finance • Describe financial management. • Explain the meaning and importance of financial planning. • State the meaning of capital structure • Analyse the factors affecting the choice of an appropriate capital structure. • State meaning of 	Home assignment. Case studies will be discussed as part of oral assessment.

/		<p>capital and working capital;</p> <ul style="list-style-type: none"> Analyse the factors affecting the requirement of fixed and working capital. 		<p>told how u will arrange finance and where u will invest the money to understand financing and investment decision.</p>	<p>fixed capital and working capital.</p> <ul style="list-style-type: none"> Analyse the factors affecting the requirement of fixed and working capital 	
November/20	<p>2. Financial Markets</p> <ul style="list-style-type: none"> Concept of Financial Market Function of Financial Market Classification of Financial Market Money Market, Capital Market Instruments used in money market Primary Market Secondary Market Stock Market Functions of Stock 	<ul style="list-style-type: none"> State the meaning of Financial Market. Explain the meaning of Money Market and describe its Instruments. Explain the nature and types of Capital Market. Distinguish between Money Market and Capital Market Explain the meaning and functions of Stock Exchanges. Describe the role of SEBI in investor protection. 	<ul style="list-style-type: none"> Understanding different money instruments and its role in economy. Risk taking Safety of investment. Caring money value. Wisdom Protecting investors interest. 	<ul style="list-style-type: none"> Text book page Summery chart of the lesson <p>Black Board</p> <p>Video on Harshad Mehta scam will be shown to make students aware about stock exchange</p>	<ul style="list-style-type: none"> Know the meaning of Financial Market. Explain the meaning of Money Market and describe its Instruments. Explain the nature and types of Capital Market. Distinguish between Money Market and Capital Market 	

	Market <ul style="list-style-type: none">• Trading procedure on a stock exchange SEBI, Functions				<ul style="list-style-type: none">• Explain the meaning and functions of Stock Exchanges.	
December/20	REVISION (Case studies from different books)					

