

# O. P. JINDAL SCHOOL, SAVITRINAGAR, TAMNAR

## Annual Syllabus Break-up for the session 2023-2024

**Subject: BUSINESS STUDIES**

**Class: XII COMMERCE**

Sl.	Month	No. of Instructional days	No. of periods	Chapters to be taught	Subject enrichment activities	Values to be imparted	Extra content to be taught
	April	12	12	<p style="text-align: center;"><b>UNIT-1: NATURE AND SIGNIFICANCE OF MANAGEMENT</b></p> <p>Management-concept, objectives, and importance Concept includes meaning and features Management as Science, Art and Profession Levels of Management. Management functions planning, organizing, staffing, directing and controlling Coordination- concept and importance</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills <u>Planned Activities-</u> Oral Test Slip Test Group Discussion Quiz Class Test</p> <p><u>Lecture method &amp; Question answer session:</u> By Introducing real life examples such as the different activities involves during family function celebrations and asking questions about managing different activities.</p>	<p>After going through this unit, the student/ learner would be able to: 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 a science, art and profession. Understand the role of top, middle and lower levels of management.</p>	<p>Levels of Management in JPL Company</p>

		14	14	<p><b>UNIT-2: Principles of management</b></p> <p>Principles of management – concepts and significance Fayol’s principles of management Taylor scientific management : principles and techniques</p>		<p>Understanding the concept of principles of management Explain the significance of management principles Discuss the principles of management developed by Fayol Explain the principles and technique if scientific management Compare the contribution of Fayol and Taylor</p>	
May		12	12	<p><b>UNIT-3 BUSINESS ENVIRONMENT</b></p> <p>Business Environment- concept and importance Dimensions of business environment Economic, Social, Technological, Political and legal Demonetization- Concept and features. Impact of Government policy changes on business with special reference to liberisation. privatization and globalization in India</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> 1.Newspaper reading – Newspaper of the last one week shall be read out in the class with special mention of the changes in economic policies of the Govt and their effect. 2. Role playStudents shall be divided into five groups each representing one dimension of business environment. Each group shall point out the changes in their dimension due to change in the business environment.</p>	<p>Understanding the concept of Business Environment. Describe the importance of business environment. Describe the various dimensions of Business Environment. Understand the concept of demonetization Examine the impact of government policy changes on business in India with reference to liberalization, privatization and globalization since 1991. Discuss the managerial response to changes in business environment.</p>	

	June	14	14	<p align="center"><b>UNIT-4 PLANNING</b></p> <p>Meaning of planning Features of planning Importance of planning limitations of planning Planning process Plan and its types</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> 1 Involvement of students in passing the parcel 2 Role playing-types of plan</p>	<p>Understand the concept of planning Appreciate the Importance of planning Understand the limitation of planning Describe the steps in the process of planning Develop an understanding of single use and standing plan Describe the objectives ,policies ,strategy, procedures, methods ,rules, budgets and progamme as a types of plans</p>	
	July	15	15	<p align="center"><b>UNIT-5 ORGANISING</b></p> <p>Concept and importance Organising Process Structure of organization functional and divisional concept. Formal and informal organisation- concept Delegation: concept, elements and importance Decentralization: concept and importance</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> Lecture method Case studies Introducing real life examples Question answer session Oral Test</p>	<p>After going through this unit, the student/ learner would be able to: Understand the concept of organizing as a structure and as a process. Explain the importance of organizing. Understand the concept of delegation. Describe the elements of delegation. Appreciate the importance of Delegation. Understand the concept of decentralization. Explain the importance of decentralization. Differentiate between delegation and decentralization. Understand the meaning of recruitment. Discuss the sources of recruitment. Explain the</p>	<p>Recruitment process of employees in JPL Company</p>
		16	16	<p align="center"><b>UNIT-6 Staffing</b></p> <p>Concept and importance of staffing Staffing process Recruitment process Selection- process</p>			

				<p>Training and Development Concept and importance, Methods of training- on the job and off the job - vestibule training, apprenticeship training and internship training</p>		<p>merits and demerits of internal and external sources of recruitment. 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 training, apprenticeship training and internship training. Differentiate between training and development. Discuss on the job and off the job methods of training.</p>	
	<b>AUGUST</b>	15	15	<p><b>UNIT-7 DIRECTING</b></p> <p>Concept and importance Elements of Directing Supervision : concept and function of supervisor Motivation :concept , Maslow hierarchy of needs , financial and non financial incentives Leadership ;' concepts , styles of leadership Authoritative , democratic and free rein Communication : concept formal and informal communication, Barriers to effective</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> 1. Involvement of students in passing the parcel  2. Role playing types of plan</p>	<p>Describe the concept of Directing Discuss the importance of Directing Describe the four elements of directing Understand the concept of supervision Describe the functions performed by a supervisor Understand the concept of motivation Develop an understanding of Maslow's hierarchy of needs Discuss the various financial and non financial incentives Understand the concept of leadership Understand the various styles of leadership Understand the concept of communication</p>	

				communication How to overcome the barriers		Understand the elements of communication process Understand various types of network of formal and informal communication Suggests measures to overcome barriers to communication	
September	12	12	20	<p><b>UNIT-8 CONTROLLING</b></p> <p>Concept and importance Relationship between planning and controlling Steps in process of control</p> <p><b>UNIT-9 FINANCIAL MANAGEMENT</b></p> <p>Concept, role and objectives of Financial Management Financial decisions: investment, financing and dividend- Meaning and factors affecting Financial Planning concept and importance</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u></p> <p>1. Role play based on the steps of controlling. 2. Presentation:-Each student shall be given one function for presentation.</p> <p>Lecture methods: explained Concept, role and objectives of Financial Management. Demonstration methods: Financial decisions: investment, financing and dividend- Meaning and factors affecting. Question answered technique: for identifying the decision whether it investing, financing or dividend decision and factors</p>	<p>After going through this unit, the student/ learner would be able to: Understand the concept of controlling. Explain the importance of controlling. Describe the relationship between planning and controlling Discuss the steps in the process of controlling.</p> <p>After going through this unit, the student/ learner would be able to: Understand the concept of financial management. Explain the role of financial management in an organisation. Discuss the objectives of financial management Discuss the three financial decisions and the factors affecting them. Describe the concept of financial planning and its objectives. Explain the importance of financial planning.</p>	

				<p>Capital Structure- Concept Fixed and Working Capital- Concept and factors affecting their requirements</p>	<p>affecting decisions. Lecture method: explained financial planning concept and importance with real examples. Demonstration method: used to describe capital structure. Case study: used to improve higher thinking skill in financial management. Group Discussion on: Requirement of fixed and working capital. Factors affecting capital structure of a Co.</p>	<p>Understand the concept of capital structure. Describe the factors determining the choice of an appropriate capital structure of a company.</p>
October	18	18	<p><b>UNIT-10 FINANCIAL MARKET</b></p> <p>Financial Markets: Concept, Functions and types Money market and its instruments Capital market and its types (primary and secondary), methods of floatation in the primary market Stock Exchange Functions and trading procedure SEBI - objectives and functions</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> Lecture methods: explained Concept, role and objectives of financial market. Demonstration methods: to explained types of market and its instruments. Question answered technique: for identify which instrument is related to which market money market and capital market and also the difference between these two markets. Lecture method: explained Stock Exchange-</p>	<p>After going through this unit, the student/ learner would be able to: Understand the concept of financial market. Explain the functions of financial market. Understand capital market and money market as types of financial markets Understand the concept of 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.</p>	

					<p>Functions and trading procedure with real life examples of trading. Demonstration method: Securities and Exchange Board of India (SEBI) - objectives and functions with help of SEBI &amp; BSE web sites Case study: to identify the financial instrument and financial market and which feature or importance given in case study. Group Discussion on: Money market and capital market along with financial instruments.</p>	<p>Distinguish between primary and secondary markets. Give the meaning of a stock exchange. Explain the functions of a stock exchange. Discuss the trading procedure in a stock exchange. Give the meaning of depository services and de-mat account as used in the trading procedure of securities. State the objectives of SEBI. Explain the functions of SEBI.</p>	
November	30	30	<p><b>UNIT-11 MARKETING</b></p> <p>Selling and marketing concept Marketing management concept Marketing function Marketing management philosophies Marketing mix concept and elements Products concept : branding , labeling and packaging Price : concepts , factors determining price Physical distribution: concepts and components ,channels of distribution: types ,choice of channels</p>	<p><b>TARGETTED SKILLS:</b> Reasoning Analytical Skills Critical Skills</p> <p><u>Activities planned:</u> 1. Involvement of students in passing the parcel  2 Role playing  3 Kaunbanegacrorepati</p>	<p>Understand the concept of selling, marketing and features of marketing Distinguish between marketing and selling, Describe the concept of marketing management and function of marketing Explain marketing management philosophies, Understand the concept of marketing mix . Understand the concept of product as an element of marketing management Understand the concept of branding, labeling and packaging,. Understand the concept of price as an element of marketing mix. Describe</p>	<p>Discuss about private consumer forms.</p>	

		12	12	<p>Promotion: concept and elements: advertising : concept, role objections against advertising personal selling concepts and qualities of a good salesmen sales promotion: concept and techniques , public relation concept and role</p> <p style="text-align: center;"><b>UNIT-12 CONSUMER PROTECTION</b></p> <p>Consumer protection: concept and importance of consumer, consumer protection Act 1986 meaning of consumer and consumer protection Rights and responsibility of consumers who can file a complaint against whom, redressal machinery , remedies available consumer awareness , role of consumer organization and NGO'S</p>	NukkadNatak	<p>the factors determining price of a product Understand the concept of physical distribution Explain the component of physical distribution Describe the various channels of distribution Discuss the factors for determining the choice of channels of distribution Understand the concept of promotion as an element of marketing mix Describe the element of promotion Mix Understand concept and features of advertising Examine the objection to advertising Understand the concept of personal selling Discuss the quality of good salesmen Understand the concept of sales promotion Explain the commonly used techniques of sales promotion Discuss the concept and role of public relations.</p> <p>Consumer protection Understand the concept the concept of consumer protection Describe the importance of consumer protection Understand the concept of consumer protection according to</p>	
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						<p>consumer protection act 1986 Explain the consumer rights Understand responsibilities of consumers understand who can file a complaint and against whom, Discuss the legal redressal machinery under consumer protection act 1986 Explain the remedies available to the consumers Describe the role of consumer organization and NGO's in protecting consumer interest</p>	
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