

**BUDHA DAL PUBLIC SCHOOL, SAMANA**

**ANNUAL CURRICULUM PLAN**

**CLASS: CLASS-XII**

**SESSION 2023-24**

**SUBJECT AREAS: BUSINESS STUDIES**

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

May	<p><b>2. Principles of management</b></p> <ul style="list-style-type: none"> <li>• Concept ,Nature and significance of principles of management</li> <li>• Fayol ‘s Principles of management</li> <li>• Taylor’s Scientific Management</li> <li>• Principles of scientific management</li> <li>• Techniques of Scientific management</li> </ul>	<ul style="list-style-type: none"> <li>• State the meaning, nature and significance of principles of management</li> <li>• Understand the concept of principles of management.</li> <li>• Explain the significance of management principles.</li> <li>• Discuss the principles of management developed by fayol.</li> <li>• Explain the principles and techniques of scientific management.</li> <li>• Compare the contributions of Fayol and Taylor.</li> </ul>	<ul style="list-style-type: none"> <li>• Students will be able to correlate how principles are applicable in daily life.</li> <li>• Students will understand the difference between operational and management jobs.</li> <li>• Students will learn to work in team.</li> <li>• Students will know the importance of being disciplined and systematic.</li> <li>• Students will be able to define authority and responsibility relationship</li> </ul>	<p><b>Art Integration</b></p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Videos on principles of management.</li> <li>• PPT on Fayol’s Principles of management</li> <li>• PPT on Taylor’s principles and Techniques of management</li> </ul>	<p>State the meaning, nature and significance of management principles.</p> <ul style="list-style-type: none"> <li>• Understand the difference between operational and managerial jobs.</li> <li>• Apply Fayol’s principles in their routine work.</li> <li>• Understand the importance of having parity in authority and responsibility.</li> <li>• Students will inculcate values like cooperation, initiative, discipline, team</li> </ul>	<p>Work sheets will be sent through Google classroom</p>

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

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

August

- Planning Process
  - Types of Plans
- Organizing**
- Concept , Steps in the

- 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"> <li>• Importance of Organizing</li> <li>• Organizational Structure</li> <li>• Types of Organizational Structure</li> <li>• Formal and Informal Structure</li> <li>• Delegation and its elements</li> <li>• Importance of delegation</li> <li>• Decentralization</li> </ul>	<p>and disadvantages of formal and informal organisation.</p> <ul style="list-style-type: none"> <li>• Distinguish between formal and informal organisation.</li> <li>• Explain the concept of delegation and decentralization.</li> <li>• Describe the importance of delegation and decentralization. Distinguish between delegation and decentralization</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn to Work systematically i.e., in organised way.</li> <li>• Sharing</li> <li>• Developing communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial visit will be organized which will help the student to understand the organizational hierarchy.</li> </ul>	<p>importance of organising.</p> <ul style="list-style-type: none"> <li>• Explain the meaning, advantages and disadvantages of functional organisation.</li> <li>• Explain the meaning, advantages and disadvantages of divisional organization</li> <li>• Explain the meaning, advantages and disadvantages of formal and informal organisation.</li> <li>• Distinguish between formal and informal organisation.</li> <li>• Explain the concept of delegation and decentralisation</li> </ul>	<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>
September	<p><b>Staffing</b></p> <ul style="list-style-type: none"> <li>• Meaning, Need and Importance of</li> </ul>	<p>After studying the chapter Children will learn to</p> <ul style="list-style-type: none"> <li>• Define staffing;</li> </ul>	<ul style="list-style-type: none"> <li>• Student will understand the importance of</li> </ul>	<ul style="list-style-type: none"> <li>• Text book page</li> <li>• Summery chart of the lesson</li> </ul>	<ul style="list-style-type: none"> <li>• Know the meaning of staffing.</li> </ul>	<p>Home assignment Assessment in</p>

<p>September</p>	<p>Staffing, Staffing as part of Human Resource Management, Evolution of HRM, Staffing Process, Recruitment</p> <ul style="list-style-type: none"> <li>• Sources of Recruitment, Process of Selection, Training and Development, Training Methods</li> </ul>	<ul style="list-style-type: none"> <li>• Establish its relationship with Human Resource Management</li> <li>• State the need and importance of staffing;</li> <li>• Describe the steps in the staffing process;</li> <li>• State the meaning of recruitment and selection;</li> <li>• Identify important sources of recruitment;</li> <li>• Describe the steps in the selection process</li> <li>• Appreciate the need of training and development; and</li> <li>• Explain various on the job and off the job methods of training.</li> </ul> <p>After studying this chapter, student should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the concept of directing and its importance in business organisations;</li> <li>• Explain the meaning of motivation and its importance in business management;</li> <li>• Understand and explain Maslow’s theory of hierarchy of needs and its application to motivation of employees in an organisation;</li> </ul>	<p>humans as a resource for production</p> <ul style="list-style-type: none"> <li>• Creation of employment</li> <li>• Understanding human relationship</li> <li>• Social Security</li> <li>• Recognition, Human development</li> <li>• Economic development.</li> <li>• Accuracy and more proficiency</li> <li>• Knowledge about different training methods</li> <li>• Become aware of selection process</li> </ul> <p>Students will</p> <ul style="list-style-type: none"> <li>• Understand the importance of directing and how to become a good leader.</li> <li>• Motivation</li> <li>• Interpersonal</li> </ul>	<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"> <li>• Text book page</li> <li>• Summery chart of the lesson</li> <li>• Black Board</li> <li>• Images of three persons</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the need and importance of staffing.</li> <li>• List and explain the steps in staffing process.</li> <li>• State the meaning of recruitment and selection</li> <li>• Identify and explain the different sources of recruitment.</li> <li>• Understand the need for Training and development.</li> <li>• Various on the job and off the job methods of training.</li> <li>• Know the concept of directing and its importance in business organisations;</li> <li>• Understand the principles guiding directing process</li> <li>• Explain the meaning of supervision and its importance;</li> </ul>	<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><b>DIRECTING</b></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Importance of Directing</li> </ul> <p>Elements of Directing</p> <ul style="list-style-type: none"> <li>• Motivation, Leadership</li> <li>• Communication , formal and informal</li> <li>• Barriers to Communication</li> <li>• Improving Communication Effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the financial and non-financial incentives through which managers motivate their employees;</li> <li>• Explain the concept of leadership and its importance in Describe the qualities of a good leader management;</li> <li>• Explain about formal and informal communications in the organisations; and</li> <li>• Identify various barriers to effective communications and measures to overcome these barriers in the organizations.</li> </ul>	<p>Relationship , Co-</p> <ul style="list-style-type: none"> <li>• Initiation, partnerships:</li> <li>• Develops communication Skills.</li> <li>• Supervision and guidance</li> <li>• How to be a good leader</li> <li>• Team work</li> <li>• Innovation &amp; creativity</li> <li>• Understanding organizational environment.</li> </ul>	<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"> <li>• Activity to explain leadership:</li> </ul> <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"> <li>• Explicate the meaning of motivation and its importance in business management;</li> <li>• Understand and explain Maslow’s theory of hierarchy of needs and its application to motivation of employees in an organization;</li> <li>• Describe the financial and non-financial incentives through which managers motivate their employees;</li> <li>• Enlighten the concept of leadership and its importance in describing the qualities of a good leader management.</li> <li>• Explain about formal and informal communications in the organisations; and</li> <li>• Identify various</li> </ul>	
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					barriers to effective communications and measures to overcome these barriers in the organizations.	
October	<b>Controlling</b> <ul style="list-style-type: none"> <li>• Concept and importance.</li> <li>• Relationship between planning and controlling</li> <li>• Steps in the process of control</li> </ul>	After studying this chapter, students will be able to: <ul style="list-style-type: none"> <li>• Know the meaning of controlling;</li> <li>• State the importance of controlling;</li> <li>• Describe the relationship between planning and controlling;</li> <li>• Explain the steps in the process of controlling</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific attribute</li> <li>• Maximum utilization of resources</li> <li>• Observation</li> <li>• Analyzing deviations and to solve them</li> <li>• Controlling techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Text book page</li> <li>• Summery chart of the lesson</li> </ul> Black Board <p>Students will be asked to explain the control system of organization they had visited.</p>	<ul style="list-style-type: none"> <li>• State the meaning of controlling.</li> <li>• Explain the importance of controlling.</li> <li>• Describe the relationship between planning and controlling;</li> <li>• Explain the steps in the process of controlling.</li> </ul>	Home assignment
November	<b>Financial Management</b> <ul style="list-style-type: none"> <li>• Meaning of Business Finance</li> <li>• Concept of Financial Management</li> <li>• Financial Decisions</li> <li>• Factors affecting financial decision</li> <li>• Capital Structure</li> <li>• Factors affecting the Choice of Capital Structure</li> <li>• Fixed &amp; Working capital</li> <li>• Financial Planning</li> </ul>	After studying this chapter, Children should be able to: <ul style="list-style-type: none"> <li>• State the meaning of business finance</li> <li>• Describe financial management.</li> <li>• Explain the meaning and importance of financial planning;</li> <li>• State the meaning of capital structure</li> <li>• Analyse the factors affecting the choice of an appropriate capital structure.</li> <li>• State meaning of fixed</li> </ul>	<ul style="list-style-type: none"> <li>• Importance of financial planning.</li> <li>• Comparative study</li> <li>• Finance Management</li> <li>• Risk Taking</li> <li>• Analytical Thinking</li> <li>• Decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Text book page</li> <li>• Summery chart of the lesson</li> </ul> Black Board <p>Project Work( Stock Exchange)</p> <p><b>Guest Lecture</b></p> <p>Art Integration Role play will be done and students will be</p>	<ul style="list-style-type: none"> <li>• State the meaning of business finance</li> <li>• Describe financial management.</li> <li>• Explain the meaning and importance of financial planning.</li> <li>• State the meaning of capital structure</li> <li>• Analyse the factors affecting the choice of an appropriate capital structure.</li> <li>• State meaning of</li> </ul>	Home assignment.  Case studies will be discussed as part of oral assessment.

/		<p>capital and working capital;</p> <ul style="list-style-type: none"> <li>Analyse the factors affecting the requirement of fixed and working capital.</li> </ul>		<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"> <li>Analyse the factors affecting the requirement of fixed and working capital</li> </ul>	
November	<p><b>2. Financial Markets</b></p> <ul style="list-style-type: none"> <li>Concept of Financial Market</li> <li>Function of Financial Market</li> <li>Classification of Financial Market Money Market, Capital Market</li> <li>Instruments used in money market</li> <li>Primary Market</li> <li>Secondary Market</li> <li>Stock Market</li> <li>Functions of Stock</li> </ul>	<ul style="list-style-type: none"> <li>State the meaning of Financial Market.</li> <li>Explain the meaning of Money Market and describe its Instruments.</li> <li>Explain the nature and types of Capital Market.</li> <li>Distinguish between Money Market and Capital Market</li> <li>Explain the meaning and functions of Stock Exchanges.</li> <li>Describe the role of SEBI in investor protection.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding different money instruments and its role in economy.</li> <li>Risk taking</li> <li>Safety of investment.</li> <li>Caring money value.</li> <li>Wisdom</li> <li>Protecting investors interest.</li> </ul>	<ul style="list-style-type: none"> <li>Text book page</li> <li>Summery chart of the lesson</li> </ul> <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"> <li>Know the meaning of Financial Market.</li> <li>Explain the meaning of Money Market and describe its Instruments.</li> <li>Explain the nature and types of Capital Market.</li> <li>Distinguish between Money Market and Capital Market</li> </ul>	

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

