

ACADEMIC PLAN 2023-24

CARMEL CONVENT SR SEC SCHOOL RATANPUR BHOPAL XII BUSINESS STUDIES

MONTH /NO. OF WORING DAYS	Name of the Unit/ Chapter/ Topic	Learning Outcomes	Suggested Activities/ Projects under Internal Assessment /PRACTICALS	Assignment	Assessment
APRIL	<p>Marketing Management (Introduction, Concepts , Philosophies, Function, Marketing Mix)</p> <p>Consumer Protection (Introduction, Importance, Consumer Protection Act, 2019)</p> <p>Nature & Significance of Mgt. (Introduction, Meaning, Features, Objectives, Importance, Nature, Levels, Functions & Coordination)</p>	<p>Learners will understand the broad aspect of Marketing, the Four P's Product, Price, Place & Promotion.</p> <p>Students will learn the Rights & Responsibilities as a Consumer.</p> <p>Students will learn why Management is said to be a deliberate process, Comparison of Management with Science, Art & Profession. And why Coordination is known as the essence of Mgt.</p> <p>Students will learn about the</p>	<p>Project work: (ANY ONE TOPIC) Students can make a project on Marketing of any product of their choice stating- cost effective technique, USP of the product chosen etc.</p> <p>Students can also take Consumer Protection as their Project and explain the Importance , Rights & Duties, Responsibilities, Redressal Agencies etc with the help of case studies)</p> <p>Students can take POM as their</p>	<p>Case studies based questions will be given.</p> <p>Assertion and Reason Based Questions on Marketing , Consumer Protection & Significance of Mgt. will be given.</p>	Weekly Tests

<p>JUNE</p>	<p>Principles of Management (Meaning, Characteristics, Significance, Fayol's Principles of mgt. & Taylor's Scientific mgt.)</p> <p>Business Environment (Meaning, Importance, Dimensions, New Economic Policy & Demonetisation)</p>	<p>applicability and perspective of principles given by Fayol & Taylor.</p> <p>Students will learn numerous inter related factors constituting the business environment.</p>	<p>project work in which they will be required to observe the application of the General Principles of Mgt. advocated by Fayol.</p> <p>Business Environment is also one of the topic of project in which student can select any one dimension or can work on the dimensions of environment stating its impact.</p>	<p>Assertion and Reason based questions</p> <p>Case based questions</p>	<p>Weekly Tests</p>
<p>JULY</p>	<p>Planning (Introduction, Features, Importance, Limitations, Steps & Types)</p> <p>Organising (Meaning, Process, Importance, Structure, Types, Delegation, Decentralisation & Centralisation)</p>	<p>Students will learn how to bridge the gap between where we are today and where we want to be tomorrow.</p> <p>Learners will find interesting to learn about Organisational Structure & to know which type of organisation go for Centralisation & which follow Decentralisation. & to know which type of organisation go for</p>		<p>MCQ, Case studies based questions will be given to students</p>	<p>Weekly Tests</p>

		Centralisation & which follow Decentralisation.			
AUGUST	<p>Staffing (Meaning, Importance, HRM, Process, Methods of Training, Selection & Recruitment)</p> <p>Directing (Introduction, Features, Elements, Supervision, Motivation, Leadership, Communication, Barriers to communication)</p> <p>Controlling (Meaning, Importance, Limitations, Relationship b/w Planning & Controlling & Process.)</p>	<p>Students will learn about the art of maintaining competent workforce to achieve the goals of the organisation. The procedure to Recruit, Select & Train the human resource.</p> <p>The ways to Motivate & Communicate. Method through which Leaders influence the behaviour of people & what are the barriers to communication.</p> <p>Students will learn why Controlling is said to be forward looking and Backward looking, what happens if controlling is neglected.</p>		<p>Multiple choice based questions will be given in assignment.</p> <p>Case Studies will be given for practice.</p> <p>Short & Long answer questions will be given for practice.</p>	<p>PT 1 MM 20 3/7/23 Topics 1.Marketing 2.Principles of Mgt. 3.Consumer Protection</p>
SEPTEMBER				subjective questions on the topics will be given.	
OCTOBER	Financial Management (Introduction,	Students will understand how funds are used,	Students can take Financial management as their Project,	Multiple choice based questions	

	<p>Meaning, Financial decisions, Financial Planning, Capital structure)</p> <p>Financial StockMarket (Money Market, Capital Market, Primary market, Secondary market, Stock Exchange &SEBI)</p>	<p>distributed and allocated by a businessman, understanding owner's fund & borrowed funds.</p> <p>Learners will find Financial market very interesting as they will learn about Primary & Secondary market . Stock Exchange – SEBI (its features & function)</p>	<p>they can explain the financial decisions, Capital structure of any hypothetical Business enterprise.</p> <p>Financial Market is another interesting topic for Project, in which students can work on Stock Exchange. Students will be excited to report the prices of the stocks on daily basis & present diagrammatically.</p>	<p>will be given in assignment.</p> <p>Assertion & Reason based questions will be given for practice.</p>	<p>TERM 1 MM 80</p> <p>Chapters: 1,2,3,4,5,6, 7,8,11 &12</p>
NOVEMBER		REVISION		<p>Subjective and objective questions will be given in Homework</p> <p>Case studies Based questions will be given to students for homework</p>	
DECEMBER		FULL COURSE		<p>Multiple Choice questions</p> <p>Assertion</p>	<p>1/12/23 FINAL EXAM MM 80 FULL COURSE</p>

				and reason based questions Subjective questions will be given	
JANUARY	REVISION	FULL COURSE			2/1/24 MM 80 PRE-BOARD FULL COURSE
FEBRUARY					
MARCH					

NAME OF THE SUBJECT TEACHERMs. VIBHA BIJI .

SIGNATURE OF THE SUBJECT COORDINATORMs. MANJU IYER.