




MAHARAJA AGARSAIN PUBLIC SCHOOL
a Cambridge International School
Ashok Vihar, Delhi
CLASS - XII
SUBJECT BUSINESS STUDIES
SESSION 2023-24

| DURATION | SYLLABUS COVERED | SYLLABUS TESTED | SUBJECT ENRICHMENT/PRACTICAL/ ENGLISH/ CONVERSATION/ VISUAL STIMULUS | LEARNING OUTCOMES | RESOURCES | SDG |
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| PT1 (MARCH -APR) 15 May 2023 25-30% | <p>Part A: Principles and Functions of Management</p> <p>Unit 1: Nature and Significance of Management</p> <ul style="list-style-type: none"> ● Management - concept, objectives, and importance ● Management as Science, Art and Profession ● Levels of Management ● Management functions-planning, organizing, staffing, directing and controlling ● Coordination- concept and importance <p>Unit 2: Principles of Management</p> <p>Principles of Management- concept and significance</p> <p>Fayol's principles of management</p> <p>Taylor's Scientific management principles and techniques</p> <p>Unit 3: Business Environment</p> <p>Business Environment- concept and importance</p> <p>Dimensions of Business Environment- Economic, Social, Technological, Political and Legal</p> | <p>Part A: Principles and Functions of Management</p> <p>Unit 1: Nature and Significance of Management</p> <ul style="list-style-type: none"> ● Management - concept, objectives, and importance ● Management as Science, Art and Profession ● Levels of Management ● Management functions-planning, organizing, staffing, directing and controlling ● Coordination- concept and importance <p>Unit 2: Principles of Management</p> | | <p>SWBAT:</p> <ul style="list-style-type: none"> ● Examine the concept of management. ● Compare and contrast the meaning of 'Effectiveness and Efficiency. ● Critically analyze the objectives of management. ● Appreciate the importance of management ● Examine the nature of management as a science, art and profession. ● Categorize the role of top, middle and lower levels of management ● Enumerate the functions of management ● Discuss the concept and characteristics of coordination ● Appreciate the importance of coordination. ● Elucidate the concept of principles of management. | <p>Ncert Book</p> <p>Sample papers</p> <p>Xam Idea, U Like</p> <p>PPT Link</p> <p>https://docs.google.com/presentation/d/1ZWPa1W4cMxDXmH19YMNlwhvLW4nMBBl/edit?usp=sharing&ouid=117267069830907873309&rtpof=true&sd=true</p> <p>watch a video "A Day in the Life of Mumbai's Dabbawala" and explore the dynamics of this unique business model to study concept of Coordination</p> | <p>SDG-3, Good Health and well-being. - April.</p> <p>SDG-8- Decent Work and Economic Growth. May</p> |

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| | <p>Demonetization - concept and features</p> <p>Unit 4: Planning Planning: Concept, importance and limitation Planning process</p> <p>Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme</p> | <p>Principles of Management- concept and significance Fayol's principles of management Taylor's Scientific management principles and techniques</p> | <p>Allocation of projects among students.</p> <p>Project based on any one of the assigned topics:- Principles of Management/ Business Environment etc. as prescribed by cbse.</p> <p>Guidelines will be given to students to</p> | <ul style="list-style-type: none"> • Describe the significance of management principles. • Discuss the principles of management developed by Fayol. • Develop problem solving attitude using scientific management the principles and techniques of 'Scientific Management' • Critically examine the concept of 'Business Environment'. • Appreciate the importance of the business environment • Develop an ability to judge the threats and opportunities associated with it from a business point of view. • Classify and discover the complex behavior various dimensions of 'Business Environment' • Critically examine the concept of demonetization • Discuss the pros and cons of the concept of planning. • Appreciate the importance of planning. • Criticize the limitations of planning. • Enumerate the steps in the process of planning. • Develop knowledge related to single use plans and standing plans . • Compare and contrast different types of plans (Objectives, policies, strategy, procedure, method, rule, budget and | <p>https://www.youtube.com/watch?v=fTkGDXRnR9I&feature=youtu.be Functions of Management Video Link https://www.youtube.com/watch?v=Cl4GhjSALS1</p> <p>PEAR DECK ACTIVITY LINK: https://docs.google.com/presentation/d/1G_mG_yyvIDaElyzWytYB98YnKMOS7rm-1FT1Av7mY/edit?usp=sharing</p> <p>PPT: https://docs.google.com/presentation/d/1eukeBu39D5pJihfywDyJ7P2aoi_Kih8/edit?usp=sharing&oid=117267069830907873309&rtpof=true&sd=true</p> <p>Principles of Henry Fayol https://docs.google.com/presentation/d/1UNOiwYTY5FAIapfGOacwem97RQSWjuoP/edit?usp=sharing&oid=117267069830907873309&rtpof=true&sd=true</p> | |
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| | | | make and record their observations in the form of a project file. | programme as types of plans.) | <p>Time Study & Motion Study Video Link: https://www.youtube.com/watch?v=qUgKkZhZl9c&feature=youtu.be</p> <p>Differential piece wage system Video Link: https://unacademy.com/lesson/differential-piece-wage-system/9TQCMGTB</p> <p>PADLET JAMBOARD Business environment chapter PPT Link: https://docs.google.com/presentation/d/1uvhCm9EJ55q7SLY9iITBiPuAlkPOapkP/edit?usp=sharing&oid=110130753677076570864&rtpof=true&sd=true</p> <p>List down your observations on this cartoon</p>  | <p>Video on Demonetization</p> |
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| | | | | | <p>Concept: https://www.youtube.com/watch?v=8c9jzHqZrY</p> <p>Chapter Planning PPT Link: https://docs.google.com/presentation/d/1s0Y0gKh0QJ38BwUBWeWzajVv4EhC9Dsc/edit?usp=sharing&ouid=117267069830907873309&rtpof=true&sd=true</p> <p>Types of Plans Video Link: https://youtu.be/QzmyvAdweHk</p> | |
| <p>TERM-I (MAY-JUNE)</p> <p>26th june 2023</p> <p>50%</p> | <p>Unit 5: Organizing</p> <p>Organizing: Concept and importance; Organizing Process Structure of organization- functional and divisional concept Delegation: concept, elements and importance Decentralization: concept and importance</p> | <p>Part A: Principles and Functions of Management</p> <p>Unit 1: Nature and Significance of Management</p> <ul style="list-style-type: none"> • Management - concept, objectives, and importance • Management as Science, Art and Profession • Levels of Management • Management functions-planning, organizing, staffing, | | <p>SWBAT</p> <p>Discuss the concept of organizing as a structure and as a process.</p> <ul style="list-style-type: none"> • Examine the importance of organizing • Construct and label functional and divisional structures of organization. • Examine the steps in the process of organizing • Describe the concept of delegation. • Determine the elements of delegation. • Appreciate the importance of Delegation <p>Discuss the concept of decentralization.</p> | <p>Chapter Organizing PPT Link: https://docs.google.com/presentation/d/1K3M5TT1kYHWlf_1UzpJQDN1IQ--k5Jrq/edit?usp=sharing&ouid=117267069830907873309&rtpof=true&sd=true</p> <p>Video Scribe https://drive.google.com/file/d/1Yn_g9mdGq3Irg7r2S_5sY5x3QwFUtgYx/view?usp=sharing</p> | <p>SDG-11, Sustainable Cities and Communities. - July</p> |

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| | <p>Unit 6: Staffing Concept and importance of staffing Staffing as a part of Human Resource Management concept Staffing process Recruitment process Selection – process 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>Unit 7: Directing Concept and importance & Elements of Directing Motivation - concept, Maslow’s hierarchy of needs, Financial and non-financial incentives Leadership - concept, styles - authoritative, democratic and laissez faire Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers</p> | <p>directing and controlling</p> <ul style="list-style-type: none"> • Coordination- concept and importance <p>Unit 2: Principles of Management Principles of Management- concept and significance Fayol’s principles of management Taylor’s Scientific management principles and techniques</p> <p>Unit 3: Business Environment 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 liberalization, privatization and globalization in India</p> <p>Unit 4: Planning Planning: Concept, importance and limitation Planning process Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme</p> <p>Unit 5: Organizing Organizing: Concept and importance; Organizing Process Structure of organization-</p> | | <ul style="list-style-type: none"> • Explain the importance of decentralization. • Differentiate between delegation and decentralization. <p>Discuss the concept of staffing.</p> <ul style="list-style-type: none"> • Appreciate the importance of staffing • Analyze the specialized duties and activities performed by Human Resource Management <ul style="list-style-type: none"> • Describe the steps in the process of staffing • Comprehend the meaning of recruitment. • Assessing the sources of recruitment. • Describe the merits and demerits of internal and external sources of recruitment. • Infer the meaning of selection. • Describe the steps involved in the process of selection. • Identify the concept of training and development. • Appreciate the importance of training to the organization and to the employees. • Discuss the meaning of induction training, vestibule training, apprenticeship training and internship training. • Differentiate between training and development. <ul style="list-style-type: none"> • Describe the concept of directing. | <p>Staffing Chapter PPT Link: https://docs.google.com/presentation/d/1N_74Eqr3dPKrXyxAwX7j-AuWZEJKDFJi/edit?usp=sharing&ouid=117267069830907873309&rtpof=true&sd=true</p> <p>Case Based Assessment Link: https://docs.google.com/presentation/d/1mZLXcpGrD-nl3ajwpsIYLYkn3nCcS0OLnhwm_vWzabc/edit?usp=sharing</p> <p>Directing Chapter PPT Link: https://docs.google.com/presentation/d/1CyvfvjokbdQEVxi5ANIVN5iROXn26G-EvN08yNMhZGI/edit?usp=sharing</p> | |
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| | | <p>functional and divisional concept</p> <p>Delegation: concept, elements and importance</p> <p>Decentralization: concept and importance</p> | | <ul style="list-style-type: none"> • Appreciate the importance of directing • Discuss the various elements of directing • Appreciate the concept of motivation. · Design a model of Maslow's Hierarchy of needs. • Categorize the various financial and non-financial incentives. • Illustrate the concept of leadership. · Correlate with the different styles of leadership. • Comprehend the concept of communication · • Depict the elements of the communication process via flowchart. Discuss the concept of formal and informal communication. · • Critically examine the various barriers to effective communication. • Suggest measures to overcome barriers to communication. | | |
| <p>PT-2 (JULY-AUG)</p> <p>7thAug 2023</p> <p>25-30%</p> | <p>Unit 8: Controlling</p> <p>Controlling - Concept and importance</p> <p>Relationship between planning and controlling</p> <p>Steps in process of control</p> <p>Unit 11: Marketing Management</p> <p>Marketing – Concept, functions and philosophies</p> <p>Marketing Mix – Concept and elements</p> <p>Product - branding, labelling and packaging – Concept</p> <p>Price - Concept, Factors determining price</p> <p>Physical Distribution – concept, components and channels of distribution</p> | <p>Unit 6: Staffing</p> <p>Concept and importance of staffing</p> <p>Staffing as a part of Human Resource</p> <p>Management concept</p> <p>Staffing process</p> <p>Recruitment process</p> <p>Selection – process</p> <p>Training and Development - Concept and importance, Methods of training - on the job and off the job - vestibule training, apprenticeship</p> | | <p>SWBAT</p> <ul style="list-style-type: none"> • outline the concept of controlling. • Appreciate the importance of controlling. • Interrelate planning and controlling • Describe the steps in the process of controlling. <p>SWBAT</p> <ul style="list-style-type: none"> • Discuss the concept of marketing. · • Enumerate the features of | <p>Marketing Management PPT</p> <p>Link: https://drive.google.com/file/d/1yo1zbfbdJRAUuV245F6kYbRu77ap8LrW/view?usp=sharing</p> <p>IDENTIFY FROM THE PICTURE CARD WORKSHEET THE FEATURES OF MARKETING & EXPLAIN</p> | <p>SDG- 5 , Gender Equality</p> <p>Aug</p> |

Promotion – Concept and elements;
Advertising, Personal Selling, Sales
Promotion and Public Relations

Part B: Business Finance and Marketing

Unit 9: Financial Management

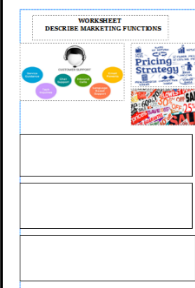
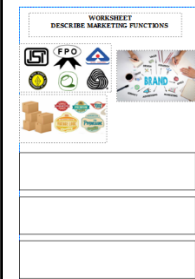
Concept, role and objectives of Financial Management
Financial decisions: investment, financing and dividend- Meaning and factors affecting
Financial Planning - concept and importance
Capital Structure – concept and factors affecting capital structure
Fixed and Working Capital - Concept and factors affecting their requirements


training and internship training
Unit 7: Directing
Concept and importance & Elements of Directing
Motivation - concept, Maslow’s hierarchy of needs, Financial and non-financial incentives
Leadership - concept, styles - authoritative, democratic and laissez faire
Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers

marketing. •• Interpret the functions of marketing from picture card worksheets. •
• Compare the marketing philosophies.
• Discuss the concept of marketing mix. • Describe the elements of the marketing mix.
• List down and explain elements of the product mix. • (Branding, labelling and packaging).
• Construct a label of a consumer product.
• Discuss the concept of price as an element of marketing mix. •
• Determine the factors determining price of a product.
• Discuss the concept of physical distribution. • Interpret the components of physical distribution.
• Describe the various channels of distribution. • Discuss the concept of promotion as an element of marketing mix. • Describe the elements of the promotion mix. • Analyze the concept of advertising. • Describe the concept of sales promotion. • Examine the concept of public relations



PICTURE CARD WORKSHEETS



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| | | | | |  <p>Video Link Packaging and labeling https://www.youtube.com/watch?v=ZD4zxttUlj4 Price mix https://www.youtube.com/watch?v=3sJmNNmpWUA</p> | |
| <p>HALF YEARLY (SEP-OCT)</p> <p>2nd fortnight 80%</p> | <p>Unit 10: Financial Markets 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 Securities and Exchange Board of India (SEBI) - objectives and functions</p> | <p>Part A: Principles and Functions of Management Unit 1: Nature and Significance of Management</p> <ul style="list-style-type: none"> • Management - concept, objectives, and importance • Management as Science, Art and Profession • Levels of Management • Management functions-planning, organizing, staffing, | <p>Allocation of project among students.</p> <p>Project based on any one of the assigned topics:- Marketing management/Stock Exchange etc. as prescribed by cbse.</p> <p>Guidelines will be given to students to make and record their observations in form of a project file.</p> | <p>SWBAT</p> <ul style="list-style-type: none"> • Examine the concept of financial management. • Appreciate the role of financial management in an organization. • Discuss the objectives of financial management • Examine the three financial decisions and the factors affecting them. • Describe the concept of financial planning and its objectives. • Explain the importance of financial planning. • Comprehend the concept of capital structure. | <p>PPT LINK: https://docs.google.com/presentation/d/1SA7XKws6PSIbEqvkvx6ot3YXDnWdtZch4/edit?usp=sharing&ouid=117267069830907873309&rtpof=true&sd=true NEARPOD LINK https://np1.nearpod.com/presentation.php?id=112488953</p> | <p>SDg- 4 Quality education – Sep</p> |

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| | <p>Unit 12: Consumer Protection Consumer Protection: Concept The Consumer Protection Act, 2019. Source: http://egazette.nic.in/WriteReadData/2019/210422.pdf</p> <p>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> | <p>directing and controlling</p> <ul style="list-style-type: none"> • Coordination- concept and importance <p>Unit 2: Principles of Management Principles of Management- concept and significance Fayol's principles of management Taylor's Scientific management principles and techniques</p> <p>Unit 3: Business Environment 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 liberalization, privatization and globalization in India</p> <p>Unit 4: Planning Planning: Concept, importance and limitation Planning process Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme</p> <p>Unit 5: Organizing Organizing: Concept and importance; Organizing Process Structure of organization-</p> | <p>Checking of the project to ensure its accuracy if required, further guidelines will be given to students to make amendments.</p> <p>Rechecking of the project to ensure its accuracy if required, further guidelines will be given to students to make amendments.</p> <p>Project work submission by 10th NOV</p> <p>PROJECT</p> | <p>Calculate EPS and Draw inferences on the basis of computation</p> <ul style="list-style-type: none"> • Describe the factors determining the choice of an appropriate capital structure of a company. • Discuss the concept of fixed and working capital. · Describe the factors determining the requirements of fixed and working capital. • Describe the concept of the financial market. · Explain the functions of the financial market. · Critically analyze the capital market and money market instruments of financial markets. • Discuss the concept of capital market. · Compare and contrast primary and secondary markets as types of capital market. · Differentiate between capital market and money market. · Analyze the methods of floatation of new issues in the primary market. · Discuss the meaning of a stock exchange. · Interpret the functions of a stock exchange. · Describe the trading procedure in a stock exchange. · State the meaning of depository services and demat account as used in the trading procedure of securities. • Describe the objectives of SEBI. · Explain the | <p>PADLET LINK https://padlet.com/vandanala/ef8ivb969vkc2lr</p> | <p>SDG-1-No Poverty - Oct</p> |
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| | | <p>functional and divisional concept Delegation: concept, elements and importance Decentralization: concept and importance</p> <p>Unit 6: Staffing Concept and importance of staffing Staffing as a part of Human Resource Management concept Staffing process Recruitment process Selection – process 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>Unit 7: Directing Concept and importance & Elements of Directing Motivation - concept, Maslow’s hierarchy of needs, Financial and non-financial incentives Leadership - concept, styles - authoritative, democratic and laissez faire Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers Controlling - Concept and importance Relationship between planning and controlling</p> | <p>ASSESSMENT Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks) Marks Allocation for FILE 1 Initiative, cooperativeness and participation 2 Mark 2 Creativity in presentation 2 Mark 3 Content, observation and research work 4 Marks 4 Analysis of situations 4 Marks File (12)Marks Viva 8 Marks Total <u>20 Marks</u></p> | <p>functions of SEBI.</p> <p>SWBAT</p> <ul style="list-style-type: none"> • Appreciate the concept of consumer protection. • Discuss the concept of a consumer according to the Consumer Protection Act, 2019. • Elucidate the consumer rights • Design a poster showcasing the consumer rights • Critically examine the responsibilities of consumers <ul style="list-style-type: none"> • Prove who can file a complaint and against whom? • Demonstrate the legal redressal machinery under Consumer Protection Act, 2019. • Investigate the remedies available to the consumer under Consumer Protection Act,2019 • Describe the Role of consumer organizations and Non-Governmental Organizations (NGOs) | | |
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| | | <p>Steps in process of control</p> <p>Unit 11: Marketing Management</p> <p>Marketing – Concept, functions and philosophies</p> <p>Marketing Mix – Concept and elements</p> <p>Product - branding, labelling and packaging – Concept</p> <p>Price - Concept, Factors determining price</p> <p>Physical Distribution – concept, components and channels of distribution</p> <p>Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations</p> | | | | |
| <p>TERM II (NOV)</p> <p>28Nov</p> <p>100%</p> | | Full Syllabus 100% | | | | <p>SDG-9, Industry, Innovation and Infrastructure - Nov</p> |
| <p>PREBOARD (DEC-JAN)</p> <p>100% Jan</p> | Model Test Papers and Revision | Full Syllabus 100% | | | | <p>SDG-, 12, Peace , Justice and strong institutions - Dec</p> |
| <p>FINAL BOARD EXAM</p> <p>100%</p> | Model Test Papers and Revision | Full Syllabus 100% | | | | <p>SDg- 4 Quality education</p> |

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