

BUSINESS STUDIES SESSION (20-21)

MONTH: MARCH

| Content/Topic | 3 rd Week | 4&5 th Week |
|---|---|--|
| <p>Chapter 1 Nature and Significance of Management</p> <p>Chapter2:Principles of Management</p> | <p>Chapter1:</p> <ul style="list-style-type: none"> • Management- concept, objectives and importance. • Management functions- planning, organising, staffing, directing and controlling • Levels of Management | <p>Chapter1:</p> <p>Management as Science, Art and Profession. <input type="checkbox"/></p> <p>Coordination- concept and importance</p> <p>Chapter2:</p> <ul style="list-style-type: none"> • Principles of Management Concept and Significance. • Fayol's principles of management. |
| <p>Learning Objective</p> | <p>To enable the students to understand -</p> <ul style="list-style-type: none"> <input type="checkbox"/> The concept of management. • The importance of coordination in business. • The significance of various management principles of Fayol. | |
| <p>Learning Outcome</p> | <p>The students would be able to:</p> <ul style="list-style-type: none"> • Explain the characteristics of management. • Discuss the concept of coordination. • Explain the various management principles and techniques of Fayol | |
| <p>Assessment/ Activity</p> | <ul style="list-style-type: none"> • Class Test based on ‘Concept and Importance of Management’ <input type="checkbox"/> Assignment based on ‘Levels of management’. • Case Studies based on ‘Fayol’s Principles of Management’. | |
| <p>Teaching Aids /Resources</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Smart Board modules: <ul style="list-style-type: none"> - Management Trends - Principles of Management | |

MONTH: APRIL

| Content/Topic | 1 st Week | 2 nd Week | 3 rd Week | 4 th Week | 5 th week |
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| <p>Chapter2:Principles of Management</p> <p>Chapter 3: Business Environment- Concept and Importance.</p> <p>Chapter 11: Marketing Management</p> <p>Project Work</p> | <p>Chapter2:</p> <ul style="list-style-type: none"> • Taylor's Scientific management - principles and techniques • Introduction of project work | <p>Chapter 3:</p> <ul style="list-style-type: none"> • Concept and Importance of Business Environment • Dimensions of Business Environment- Economic, Social, Technological, Political and Legal. • Demonetization- meaning and features. • Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India • Introduction of Project work | <p>Chapter 11:</p> <ul style="list-style-type: none"> • Marketing Functions. • Marketing management philosophies. | <ul style="list-style-type: none"> • Marketing Mix - Concept & elements • Product-Concept, branding, labelling and packaging. • Price- Factors determining price. | <ul style="list-style-type: none"> <input type="checkbox"/> Physical Distribution- concept and components, channels of distribution: types, Project Work |
| <p>Learning Objective</p> | <p>To enable the students to understand -</p> <ul style="list-style-type: none"> • The various management principles and techniques of scientific management. • The importance of business environment. • The concept of Demonetization. • The concept of marketing mix. | | | | |
| <p>Learning Outcome</p> | <p>The students would be able to:</p> <ul style="list-style-type: none"> • Compare the contributions of Fayol and Taylor <input type="checkbox"/> Describe the importance of business environment. • Examine the impact of govt policy changes on business in India • Describe the elements of marketing mix. | | | | |
| <p>Assessment/ Activity</p> | <ul style="list-style-type: none"> • Group discussion-Impact of Govt. policy changes • Assignment based on Marketing'. <input type="checkbox"/> Project Work | | | | |
| <p>Teaching Aids /Resources</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Smart Board modules - India's Economic Environment - Philosophies of Marketing Management | | | | |

MONTH: MAY

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week | 5th Week |
|---|--|--|---|--|--|
| <p>Chapter 11: Marketing Management Chapter 12: Consumer Protection</p> <p>Chapter 4: Planning</p> <p>Project Work</p> | <p>Chapter 11:</p> <ul style="list-style-type: none"> Promotion-Concept and elements; advertising-concept | <p>Chapter 11</p> <p>Personal selling concept and sales promotion-concept</p> | <p>Periodic Test I</p> <p>Chapter 11</p> <p>Public relations-concept.</p> <ul style="list-style-type: none"> Introduction of project work <p>Chapter 12</p> <ul style="list-style-type: none"> Concept and importance of consumer protection. Consumer Protection Act 1986: Meaning of consumer and consumer protection | <p>Periodic Test I</p> <p>Chapter 12</p> <ul style="list-style-type: none"> Rights and responsibilities of consumers Who can file a complaint and against whom? Redressal machinery Remedies available | <p>Chapter 4:</p> <p>Concept of Planning, Process,</p> <ul style="list-style-type: none"> Importance and limitations of planning. Single use and standing plans. Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme |
| Learning Objective | <p>To enable the students to understand:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Concept and importance of Consumer Protection <input type="checkbox"/> The importance of planning. | | | | |
| Learning Outcome | <p>The students would be able to understand</p> <ul style="list-style-type: none"> <input type="checkbox"/> Examine the remedies available to consumer's <input type="checkbox"/> Describe the steps in process of planning. | | | | |
| Assessment/ Activity | <ul style="list-style-type: none"> Periodic Test 1 Project Work Quiz based on Types of Plans Assignment based on Consumer Protection Act'. | | | | |
| Teaching Aids /Resources | <ul style="list-style-type: none"> Smart Board modules -Consumer Rights and Responsibilities -Types of plans Handout based on 'Types of Plans' | | | | |

MONTH: JULY

| Content/Topic | 1 st Week | 2 nd Week | 3 rd Week | 4 th Week | 5 th week |
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| <p>Chapter 5: Organizing Chapter6: Staffing</p> | <p>Chapter 5:</p> <ul style="list-style-type: none"> • Concept and importance. • Organizing Process. • Structure of organisation- functional and divisional- concept | <p>Chapter 5:</p> <ul style="list-style-type: none"> • Formal and informal organization concept. • Delegation: concept, elements and importance. • Decentralization: concept and importance | <p>Chapter6:</p> <ul style="list-style-type: none"> • Concept and importance of staffing. • Staffing process • Recruitment- sources | <p>Chapter6:</p> <ul style="list-style-type: none"> • Selection -process • Training and Development- Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training. | <p>Chapter6:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Staffing as a part of Human Resource Management- concept. |
| <p>Learning Objective</p> | <p>To enable the students to understand- <input type="checkbox"/> The types of organization structures.</p> <ul style="list-style-type: none"> • The difference between the formal and informal organization <input type="checkbox"/> The steps in the process of staffing. • The concept of trainng and development. | | | | |
| <p>Learning Outcome</p> | <p>The students would be able to:</p> <ul style="list-style-type: none"> • Appreciate the importance of delegation. • Discuss the sources of recruitment. • Describe the steps involved in the process of selection. • Understand the specialised duties performed by HRM. | | | | |
| <p>Assessment/ Activity</p> | <ul style="list-style-type: none"> • Class Test based on ‘Selection and Training’. • Case Studies based on ‘organisation structures’. • Assignment based on ‘ Organising’. | | | | |
| <p>Teaching Aids /Resources</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Smart Board - Types of organisation Structures - Training and Development | | | | |

MONTH: AUGUST

| Content/Topic | 1 st Week | 2 nd Week | 3 rd Week | 4 th Week | 5 th Week |
|---|--|---|---|---|---|
| <p>Chapter 7: Directing</p> <p>Chapter 8 Controlling</p> | <p>Chapter 7:</p> <ul style="list-style-type: none"> • Concept and Importance • Elements of Directing: | <p>Periodic Test 2</p> <p>Chapter 7:</p> <ul style="list-style-type: none"> • Supervision- concept • Motivation- concept, Maslow's hierarchy of needs, Financial and nonfinancial incentives. | <ul style="list-style-type: none"> • Leadership- concept, styles- authoritative, democratic and laissez faire. • Qualities of a good leader | <p><input type="checkbox"/></p> <p>Communicationconcept, formal and informal communication; <input type="checkbox"/></p> <p>Barriers to effective Communication, how to overcome the barriers</p> | <p>Chapter 8</p> <ul style="list-style-type: none"> • Concept of controlling • Steps in the process of control • Importance of controlling |
| <p>Learning Objective</p> | <p>To enable the students to understand:</p> <ul style="list-style-type: none"> • The Elements of Directing • The barriers to effective communication. <input type="checkbox"/> The concept of controlling. • The importance of Controlling. | | | | |
| <p>Learning Outcome</p> | <p>The students would be able to:</p> <ul style="list-style-type: none"> • Discuss various financial and non-financial incentives <input type="checkbox"/> Suggest measures to overcome barriers to communication. • Explain the importance of controlling. | | | | |
| <p>Assessment/ Activity</p> | <ul style="list-style-type: none"> • Periodic Tests • Case studies based on communication Barriers | | | | |
| <p>Teaching Aids /Resources</p> | <p><input type="checkbox"/> Smart Board modules -The Control Process</p> | | | | |

MONTH: SEPTEMBER

| Content/Topic | 1 st Week | 2 nd Week | 3 rd Week | 4 th Week | 5 th week |
|---|--|--|---|---|--|
| Unit 8 Controlling Chapter 9 Financial Mangement | Chapter 8 <input type="checkbox"/> Relationship between planning and controlling Chapter 9 Concept, role and | Chapter 9 <ul style="list-style-type: none"> Financial decisions: investment- meaning and factors affecting Financial decisions: | Chapter 9 <ul style="list-style-type: none"> Dividend decision- meaning and factors affecting Financial | Chapter 9 <ul style="list-style-type: none"> Concept of Capital Structure Fixed and working | Chapter 10 <ul style="list-style-type: none"> Financial Markets: concept, function and types Financial Markets: types. |
| Chapter 10 Financial Markets | Objective of financial Management | financing and - meaning and factors affecting | Planning- Concept and importance | capital – concept and factors affecting | |
| Learning Objective | To enable the students to understand. <ul style="list-style-type: none"> The Relationship between planning and controlling. Various financial decisions. Functions of financial market. | | | | |
| Learning Outcome | The students would be able to: <ul style="list-style-type: none"> Explain the importance of financial planning Describe the factors determining the requirements of fixed and working capital Describe the various money market instruemnts | | | | |
| Assessment/ Activity | <ul style="list-style-type: none"> Class test based on ‘Financial decisions’. Assignment based on ‘ Trading on Equity’. | | | | |
| Teaching Aids /Resources | <input type="checkbox"/> Smart Board -Financial Management Decisions | | | | |

MONTH: OCTOBER

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week | 5th Week |
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| Chapter 10 Financial Markets Project Work | Chapter 10 Money market and its instruments | Chapter 10 <ul style="list-style-type: none">• Capital market and its types (primary and secondary)• Methods of floatation• Stock Exchange- Functions• Trading Procedure of Stock Exchange | Chapter 10 <ul style="list-style-type: none">• Securities and Exchange Board of India (SEBI)• Objectives and Functions of SEBI | Project Work Revision | Project Work Revision |
| Learning Objective | To enable the students to understand: <ul style="list-style-type: none">• The various money market instruments• The functions of SEBI• The trading procedure of Stock Exchange | | | | |
| Learning Outcome | The students would be able to: <ul style="list-style-type: none">• Distinguish between primary and secondary market. <input type="checkbox"/>• Discuss the methods of floatation.• Discuss the trading procedure of Stock Exchange | | | | |
| Assessment/ Activity | <ul style="list-style-type: none">• Project work• Class Test based on 'Stock Exchange'• Assignment based on 'Financial markets'. | | | | |
| Teaching Aids /Resources | <input type="checkbox"/> Smart Board <ul style="list-style-type: none">- Introduction to Financial markets BusinessNews relating to stock markets | | | | |

MONTH: NOVEMBER

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week | 5th Week |
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| Revision | Revision | Pre-board -I | Pre-board -I | Pre-board-I | Pre-board-I |

MONTH: DECEMBER

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week | 5th Week |
|----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Revision | Revision | Revision | Revision | Common Preboard | Common Preboard |

MONTH: JANUARY

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week |
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| | Common Pre-Board | Common Pre-Board | Project work and Revision | Revision |

MONTH: FEBRUARY

| Content/Topic | 1st Week | 2nd Week | 3rd Week | 4th Week |
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| Revision | <input type="checkbox"/> Revision of sample Papers and practice test | <input type="checkbox"/> Practice tests and clearing the doubts & queries. | <input type="checkbox"/> Revision | <input type="checkbox"/> Preparation for the Board exam. |