



The Camford International School

ANNUAL LESSON PLAN 2023-2024

GRADE: 12

SUBJECT: BUSINESS STUDIES (055)

MONTH	CHAPTER	DETAIL CONCEPTS TO BE COVERED	PRACTICALS	AIL
MARCH (24)	Unit 1: Nature and Significance of Management Unit 2: Principles of Management	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 Principles of Management- concept and significance – Fayol’s principles of management- Taylor’s Scientific management-principles and techniques		Design a logo for your own product
APRIL (14)	Unit 3: Business Environment	Business Environment- Economic, Social, Technological, Political and Legal- Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India.	Discussion on topic for project work. Selection of topic for project work	

	Unit 4: Planning	Concept, importance and limitation - Planning process- Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget.		
MAY (8)	Unit 5: Organising	Concept and importance, Organising Process, Structure of organisation- functional and divisional concept. Formal and informal organisation- concept, Delegation: concept, elements and importance, Decentralization: concept and importance.	Preparation of questionnaire and consolidation	Infographic making of exports and Imports of India during the last 3 years
JUNE (23)	Unit 6: Staffing Unit 7: Directing	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 Concept and importance. Elements of Directing, Supervision –concept, function of a supervisor, Motivation- concept, Maslow’s hierarchy of needs, Financial and non-financial	First draft submission	

		incentives, Leadership- concept, styles- authoritative, democratic and laissez faire. Communication- concept, formal and informal communication; barriers to effective communication, how to overcome the barriers.		
JULY (24)	Unit 8: Controlling Unit 9: Financial Management	<p>Concept and importance, Relationship between planning and controlling, Steps in process of control.</p> <p>Concept and objective of Financial Management - Financial decisions: investment, financing and dividend Meaning and factors affecting - Financial Planning- concept and importance - Capital Structure- Concept - Fixed and Working Capital- Concept and factors affecting their requirements - Capital Structure- Concept - Fixed and Working Capital- Concept and factors affecting their requirements.</p>	Second draft submission after correction	

<p>AUGUST (23)</p>	<p>Unit 10: Financial Markets</p> <p>Unit 12: Consumer protection</p>	<p>Financial Markets: Concept, Functions and types- Capital market and its types (primary and secondary)- Stock Exchange- Functions and trading procedure. Securities and Exchange Board of India (SEBI) - objectives and functions- Money market and its instruments. Securities and Exchange Board of India (SEBI) - objectives and functions- Money market and its instruments</p> <p>Concept and importance of consumer protection- Consumer awareness- Role of consumer organizations and Non-Governmental Organizations (NGOs), Consumer protection Act 1986: Meaning of consumer and consumer protection. Rights and responsibilities of consumers Who can file a complaint against whom? Redressal machinery Remedies available.</p>	<p>Final draft</p>	
<p>SEPTEMBER (20)</p>	<p>Unit 11: Marketing</p>	<p>Selling and Marketing- Concept- Marketing Management- Concept- Marketing Functions- Marketing management philosophies- Marketing Mix – Concept and elements- Product- Concept, branding, labelling and</p>		

		<p>packaging- Price- Concept, Factors determining price- Physical Distribution - concept and components, channels of distribution: types, choice of channels. Promotion - Concept and elements; advertising- concept, role, objections against advertising, personal selling-concept and qualities of a good salesman, sales promotion- concept and techniques, public relations- concept and role.</p>		
OCTOBER (17)		REVISION		