



THE CAMFORD INTERNATIONAL SCHOOL

ANNUAL LESSON PLAN (2025-26)

SUBJECT : BUSINESS STUDIES (030)

GRADE : 12

MONTH	CHAPTER	DETAIL CONCEPTS TO BE COVERED	PRACTICALS
APRIL	Unit 1: Nature and Significance 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	
	Unit 2: Principles of Management	Principles of Management- concept and significance - Fayol's principles of management- Taylor's Scientific management- principles and techniques	
	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.	
	Unit 4: Planning	Concept, importance and limitation - Planning process- Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget.	Selection of topic for project work.

MAY	<p>Unit 5: Organising</p> <p>Unit 6: Staffing</p> <p>Unit 7: Directing</p>	<p>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.</p> <p>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>Concept and importance. Elements of Directing, Supervision –concept, function of a supervisor, 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>	Preparation of questionnaire & Case studies
JUNE	<p>Unit 8: Controlling</p> <p>Unit 9: Financial Management</p>	<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</p>	
JULY	Unit 9: Financial Management	<p>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>	Collection of data
AUGUST	Unit 10: Financial Markets	<p>Financial Markets: Concept, Functions and types- Capital market and its types (primary and secondary)- Stock Exchange- Functions and trading procedure.</p>	Analysis and interpretation of data

	Unit 11 :Marketing	<p>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>Selling and Marketing- Concept- Marketing Management- Concept- Marketing Functions- Marketing management philosophies- Marketing Mix – Concept and elements- Product- Concept, branding, labelling and packaging-</p>	
SEPTEMBER	Unit 11 :Marketing Unit 12 : Consumer protection	<p>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> <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>	Submission of project