



Kendriya Vidyalaya (Embassy of India School) Moscow

SPLIT-UP SYLLABUS 2024-25

Class	XII	Subject	BUSINESS STUDIES		
Sl No	Month	Number of working Days	Description (Title of the chapter, Topics /Units)	Suggestive Practical, Project, MDP, Tests & Assignments	Suggested methodology to be used (Like PBL/AIL/CCT/ Experiential learning)
1	April	20	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. 2.Principles of Management Principles of Management- concept and significance, Fayol's principles of management, Taylor's Scientific management-principles and techniques	Visit your own business unit with your parents, and observe the following: a. Functioning of management b. Different levels of managements c. Application of the general principles and scientific principles of management. MCQ Quiz, Weekly tests	Discussion on the basis of the observation of their own business organisation PPTs Lecture method
2	MAY	12	3.Business Environment Business Environment- concept and importance, Dimensions of Business Environment-, Economic, Social, Technological, Political and Legal Demonetization - concept and features	Study about: - a. The technologies used in your family business. Also study about the technological updating done in last 10 years.	PPTs Discussion method. A group discussion can be conducted to discuss the impact of various elements in Business environment.

			4.Planning Concept, importance and limitation, Planning process Single use and standing plans. Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme	b. Sustainable Development Goals of your business firm and its positive and negative impact on business. c. Drastic Changes witnessed over the last 2 decades on– 1. Role of women 2. Child labour laws 3. Interest rates and effect on saving.	
3	June -July	5+18=23	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 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.	Visit your family business and discuss with your parents about: <ul style="list-style-type: none"> - How they distribute duties and responsibilities to different managers, - How allocation of resources takes place? - How they recruit employees to the organisation? - What kinds of trainings are given to the employees? Case Based questions MCQ Tests	Based on the information collected by the students from their family business, various discussions can be conducted about the concepts from the chapter Organising and staffing. Students are to be initiated to explain about the concepts on the basis of their own experience from their family business.
4	August	19	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 8. Controlling Controlling - Concept and importance Relationship between planning and controlling	Make Maslow need hierarchy and list out the needs various levels on the following: <ul style="list-style-type: none"> a. You, as a student b. Needs of your family as a member of your family. c. You, as an upcoming businessman. Set a target for the upcoming Monthly examination. After the examination, compare the target with your actual performance. Take corrective actions in case of variations.	Discussion method is to be used from real life example, i.e, performance of the students in two consecutive examinations. Target is to be set and the actual performance is to be compared with the target. Make them follow the steps in controlling, and relate with the concepts.

			Steps in process of control		
5	September	20	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 10. Financial Markets Financial Markets: Concept Money Market: Concept Capital market and its types (primary and secondary) Stock Exchange - Functions and trading procedure Securities and Exchange Board of India (SEBI) - objectives and functions.	Discuss with your parents regarding the following: <ul style="list-style-type: none"> - The distribution of capital for fixed and working capital needs - What factors were considered for such distribution, - Criteria followed for keeping reserves and distributing profits. - Whether their business operates as Joint Stock Company, if, what is their share price? How they issue those shares? 	Discussion on the topic given to them, PPTs Lecture method.
6	October	20	11. Marketing Management Marketing – Concept, functions and philosophies Marketing Mix – Concept and elements Product - branding, labelling and packaging – Concept Price - Concept, Factors determining price Physical Distribution – concept, components and channels of distribution Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations 12. Consumer Protection Concept and importance of consumer protection The Consumer Protection Act, 2019 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)	As the wards of businessman, design and develop a product and/or service that you will focus in future. Make a marketing mix. Design the following: <ol style="list-style-type: none"> A brand for your product/ design a brand mark, name etc Package Label Plan a marketing strategy, and promotion mix. Develop an NGO for consumer protection. Make a plan for your operations.	Discussion method PPTs, Lecture method

7	November	20	Project Work Revision	Study about the application of principles of management in your family business. What are the principles of management followed by them in the daily business? Why do they follow those? Do they have any benefits for following those? Why don't they follow some principles (if applicable)	
8	December-January	10+14=24	Pre-Board Examinations Practical examination		
19	February	20	Revision		