



**JAYPEE PUBLIC SCHOOL,
GREATER NOIDA
WEEK WISE SYLLABUS
SESSION-(2022-23)
CLASS XII
BUSINESS STUDIES**

MONTH: March

Content / Topic	1 st week	2 nd week	3 rd week	4 th week
Unit 2: Principles of Management				PRINCIPLES OF MANAGEMENT- Concept, Features and Significance Fayol's 14 Principles of Management
Learning Objectives	To enable the students to: <ul style="list-style-type: none"> - Explain the importance of Principles of Management. - Compare the contributions of Fayol and Taylor 			
Expected Learning Outcomes	The students will be able to: <ul style="list-style-type: none"> - Discuss the principles of management developed by Fayol - Explain the principles and techniques of 'Scientific Management'. 			
Teaching Aid/Resource	Text – Book, Notes, You – Tube Videos, PPTs, e – book, Quiz, Scanner (Previous Years' Board Questions).			

MONTH: April

Content / Topic	1 st week	2 nd week	3 rd week	4 th week
Unit 2: Principles of Management Unit 1: Nature and Significance of Management	PRINCIPLES OF MANAGEMENT- Taylor's Scientific management Meaning & Definition	PRINCIPLES OF MANAGEMENT- Taylor's Scientific management Principles Techniques	NATURE AND SIGNIFICANCE OF MANAGEMENT Management - concept, objectives, and importance Management as Science, Art and Profession Levels of Management	NATURE AND SIGNIFICANCE OF MANAGEMENT Management functions- planning, organizing, staffing, directing and controlling
Learning Objectives	To enable the students to: <ul style="list-style-type: none"> - Understand the concept of management - Examine the nature of management as a science, art and profession - Understand the role of top, middle and lower levels of management - Discuss the concept and characteristics of coordination. - Explain the importance of coordination. 			
Expected Learning Outcomes	The students will be able to: <ul style="list-style-type: none"> - Explain the meaning of 'Effectiveness and Efficiency. - Discuss the objectives of management. - Describe the importance of management - Explain the functions of management - Discuss the concept and characteristics of coordination. - Explain the importance of coordination. 			
Teaching Aid/Resource	Text – Book, Notes, You – Tube Videos, PPTs, e – book, Quiz, Scanner (Previous Years' Board Questions).			

MONTH: May

Content / Topic	1 st week	2 nd week	3 rd week	4 th week
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<p>Unit 3: Business Environment</p> <p>Unit 4: Planning</p>	<p>BUSINESS ENVIRONMENT- Concept and importance</p> <p>Dimensions of Business Environment- Economic, Social, Technological, Political and Legal</p>	<p>BUSINESS ENVIRONMENT- Demonetization - concept and features</p> <p>Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India</p>	<p>PLANNING: Concept of Planning Importance of Planning Limitation of Planning Planning process</p>	<p>PLANNING: Types of Plans Single Use Plans, and Standing Plans Types of Plans Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme</p>
<p>Learning Objectives</p>	<p>To enable the students to:</p> <ul style="list-style-type: none"> - Understand the concept of ‘Business Environment’. - Understand the concept of demonetization - Discuss the managerial response to changes in business environment. - Understand the concept of planning. - Develop an understanding of single use and standing plans 			
<p>Expected Learning Outcomes</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> - Describe the importance of business environment - Describe the various dimensions of ‘Business Environment’. - Discuss the concept of Demonetization. - Examine the impact of government policy changes on business in India with reference to Liberalisation, Privatization and Globalisation since 1991. - Describe the importance of planning. - Understand the limitations of planning. - Describe the steps in the process of planning - Describe objectives, policies, strategy, procedure, method, rule, budget and programme as types of plans. 			
<p>Teaching Aid/Resource</p>	<p>Text – Book, Notes, You – Tube Videos, PPTs, e – book, Quiz, Scanner (Previous Years’ Board Questions).</p>			

MONTH: July

Content / Topic	1 st week	2 nd week	3 rd week	4 th week
<p>Unit 5: Organising</p> <p>Unit 11: Marketing</p>	<p>ORGANISING: Concept of Organising Features of Organising Importance of Organising Organising Process</p>	<p>ORGANISING: Structure of organisation- Functional and Divisional concept. Formal and informal organisation- concept</p>	<p>ORGANISING: Delegation: concept, elements and importance Decentralization: concept and importance Delegation v/s Decentralisation.</p>	<p>MARKETING – Concept, functions and philosophies</p> <p>Marketing Mix – Concept and elements</p>
<p>Learning Objectives</p>	<p>To enable the students to:</p> <ul style="list-style-type: none"> - Develop an understanding of meaning & importance of Organising. - Understand the concept of organizing as a structure and as a process. - Understand the concept of Functional and Divisional Organisation Structure. - Understand the concept of formal and informal organisation. - Appreciate the importance of Delegation - Understand the concept of decentralisation. - Understand the concept of marketing. 			

	<ul style="list-style-type: none"> - Understand the concept of marketing mix.
Expected Learning Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> - Explain the importance of organizing - Describe the steps in the process of organizing - Describe functional and divisional structures of organisation. - Explain the advantages, disadvantages and suitability of functional and divisional structure. - Discuss the advantages, disadvantages of formal and informal organization - Describe the elements of delegation. - Explain the importance of decentralisation. - Differentiate between delegation and decentralization - Explain the features and functions of marketing and Marketing Philosophies. - Describe the elements of marketing mix
Teaching Aid/Resource	Text – Book, Notes, You – Tube Videos, PPTs, e – book, Quiz, Scanner (Previous Years’ Board Questions).

MONTH: August

Content / Topic	1st week	2nd week	3rd week	4th week
Unit 11: Marketing	MARKETING – Product Concept – branding, labelling and packaging Price - Concept, Factors determining price	MARKETING – Physical Distribution – concept, components and channels of distribution	MARKETING – Promotion – Concept and elements; Advertising,	MARKETING – Promotion – Concept and elements; Personal Selling, Sales Promotion and Public Relations
Learning Objectives	<p>To enable the students to:</p> <ul style="list-style-type: none"> - Understand the concept of marketing. - Understand the concepts of marketing mix as 4 P’s (Product Mix, Price Mix, Place Mix, Promotion Mix) 			
Expected Learning Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> - Describe the Four elements (4 P’s) of marketing mix - Understand the concept of price as an element of marketing mix and the factors determining price of a product - Explain the concept and components of physical distribution. - Describe the various channels of distribution - Understand the concept of promotion as an element of marketing mix. - Describe the elements of promotion mix as Advertising, Sales Promotion and Public Relation. 			
Teaching Aid/Resource	Text – Book, Notes, You – Tube Videos, PPTs, e – book, Quiz, Scanner (Previous Years’ Board Questions).			

MONTH: September

Content / Topic	1st week	2nd week	3rd week	4th week
REVISION EXAMINATION				