**INDIAN SCHOOL AL WADI AL KABIR**

 DEATAILED MONTHLY PLAN 2014-15

Name of the department: COMMERCE Subject: BUSINESS STUDIOES-XII

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| **Month** | **No.of weeks****(teaching)** | **Topic /Lesson discussed in each week** |
| **1-week** | **2-week** | **3-week** | **4-week** |
| August | 3Weeks & 2Days | * Decentralization – Concept and Importance
 | Chapter -6 – Staffing* Concept and Importance
* Staffing as a part of Human Resource Management
* Staffing process

Recruitment sources | Chapter : 7: Directing* Meaning , features and merits of Directing.
* Principles of directing
* Meaning of supervision and its importance
* Meaning of motivation and its importance
 | Directing (contd..)* Maslows theory and its application
* Financial and non financial incentives
* Concept of leadership and its importance
* Qualities of a good leader
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| September | 2 Weeks | Directing (contd..)* Formal and informal communication
* Barriers to effective communication and measures to overcome these barriers
* Leadership styles
 | Chapter: 8: Controlling* Meaning, importance and demerits of controlling
* Relationship between planning and controlling
* Steps involved in the process of Controlling

Chapter : 9: Financial Management* Concepts and objectives of financial management
* Financial decisions
 | Assessment-2 | Assessment-2 contd…. |
| October | 4 Weeks +1 Day | Chapter : 9: Financial Management (contd.,)* Financial decisions
* Financial planning
 | Chapter : 9: Financial Management (contd.,)* Financial planning (cont.,)
* Capital structure
* Factors affecting capital structure
 | Chapter : 9: Financial Management (contd.,)* Fixed and working capital
* Concept and factors affecting their requirements

Chapter : 10 Financial Markets * Meaning and functions of financial market
* Money market and its instruments
 | Chapter:10: Financial Markets (contd.,)* Capital market and its types
* Stock exchange – functions and training procedure
* SEBI – objectives and functions

Chapter : 11 Marketing Management* Marketing – concept and functions
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| November | 3 Weeks | Chapter : 11 Marketing Management (contd.,)* Marketing management philosophies
* Marketing Mix concept
 | Chapter : 11 Marketing Management (contd.,)* Marketing Mix concept (contd.,)
* Price
* Physical distribution
 | Chapter : 11 Marketing Management (contd.,)* Promotion

Chapter 12: Consumer protection* Concept and importance
* COPRA 1986
* Consumer Awareness
 | * Consumers Rights & responsibilities
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| December | 1 week | Revision | First Rehearsal Examination |  |  |