**INDIAN SCHOOL AL WADI AL KABIR**

 DEATAILED MONTHLY PLAN 2018-19

Name of the department: Commerce Subject: Business studies-XII

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| Month | No. of weeks(teaching) | Topic /Lesson discussed in each week |
| 1-week | 2-week | 3-week | 4-week |
| March | 2 Weeks 2 Days |  | Chapter-1 Nature and Significance of management* Management – Concept, Objectives and Importance
* Management as a Science, Art and Profession
* Levels of Management
 | * Management functions – Planning, Organizing, Staffing, Directing and Controlling
* Coordination – Concept, Characteristics and Importance
* Chapter -2 Principles of Management
* Concept, Nature and Significance of Principles of Management
 | * Taylor’s Scientific Management, Principles and techniques
* Fayol’s Principles of management.

Fayolv/s taylor(Comparison)  |
| **April** | 4Weeks  | Chapter -3 Management and Business Environment* Business Environment – Concept and Importance
* Dimensions of Business Environment
* Impact of Government policy
 | Chapter -4 Planning* Concept, Importance and Limitations
* Planning process
* Types of Plan
* Single use and standing plans
 | Chapter – 5 Organizing* Concept and Importance
* Organising concept and importance continued
* Organising process
* Structure of organization
* Formal and informal organisation
 | * Functional and Divisional Structure
* Formal and Informal Organisation
* Delegation and its elements Decentralization
 |
| May | 4Weeks+ 3 Days | * CHAPTER- 6 STAFFING
* Concept and importance of staffing

Staffing as a part of HRM | * Staffing process
* Process of recruitment

Selection process* Importance of training
* Training methods
 | Difference between training and developmentOn the job and off the job methods of training. | Chapter : 7: Directing* concept, importance and four elements of directing
 |
|  June |  | VACATION | VACATION | VACATION | VACATION |
| July  |  | VACATION | VACATION | VACATION | VACATION |
| August  | 3 weeks 4Day | * Meaning of supervision and functions of a supervisor.
* Meaning of motivation and its importance
* Maslow’s theory and its application
* Financial and non-financial incentives
* Financial and non-financial incentives
* concept of leadership and its importance
* Qualities of a good leader
* Leadership styles.
* Formal and informal communication
 | * Leadership styles.
* Formal and informal communication

Barriers to effective communication and measures to overcome these barriersChapter: 8: Controlling* Meaning, importance and demerits of controlling
 | Meaning, importance and demerits of controlling* Relationship between planning and controlling
* Steps involved in the process of Controlling

Chapter: 9: Financial ManagementConcepts and objectives of financial | * management

Financial decisions* Financial planning
* Capital structure
* Factors affecting capital structure
* Fixed and working capital
 |
| September  | 1 week  | Chapter : 10 Financial Markets * Meaning and functions of financial market
* Concept of money market
* Various instruments in money market.
* Differentiate between capital and money market.
* Explain primary and secondary market as a type of capital market.
 | ASSESSMENT 1 | ASSESSMENT 1 | ASSESSMENT 1 |
| October  | 4 weeks 2 Day | Chapter: 10 Financial Markets contd…* Depository services
* Objectives and functions of SEBI

Chapter : 11 Marketing Management* Concept of selling, marketing features of selling
* Marketing and selling
 | * Marketing philosophies
* Functions of marketing
* Marketing mix and elements of marketing mix
* Classification of products
* Branding, labelling and packing.
* Price, factors determining price of a product.
* Physical distribution
* Components of physical distribution
 | * Various channels of distribution and factors determining channels of distribution.
* Elements of promotion mix
* Concept and features and objections of advertising
 | * Concept of personal selling
* Qualities of a good sales man
* Concept and techniques of Sales promotion

Concept and role of public relations |
| November | 2 weeks | Chapter-12-Consumer protection * Concept and importance of consumer protection.
* Concept of consumer and their rights
 | Chapter 12: Consumer protection(contd)* Legal redressal machinery
* Remedies available to the consumer.

Role of consumer organisation | REVISION  | PRELIM 1 |
| December  | 2 Weeks 4 Days  | Revision PRELIM 1 |  | - | - |