

ANNUAL PEDAGOGICAL PLAN
BUSINESS STUDIES
CLASS XII

TOPIC	LEARNING OUTCOMES	INNOVATIVE/ART INTEGRATION/EXPERENTIAL LEARNING/INTER DISCIPLINARY
Nature and Significance of Management	Understand the concept of management. Explain the meaning of 'Effectiveness and Efficiency. Discuss the objectives of management. Describe the importance of management. Examine the nature of management as a science, art and profession. Understand the role of top, middle and lower levels of management. Explain the functions of management Discuss the concept and characteristics of coordination. Explain the importance of coordination.	
Principles of Management	Understand the concept of principles of management. Explain the significance of management principles. Discuss the principles of management developed by Fayol. Explain the principles and techniques of 'Scientific Management'. Compare the contributions of Fayol and Taylor.	
Business Environment	Understand the concept of 'Business Environment'. Describe the importance of business environment. Describe the various dimensions of 'Business Environment'. Understand the concept of demonetization.	
Planning	Understand the concept of planning. Describe the importance of planning. Understand the limitations of planning. Describe the steps in the process of planning. Develop an understanding of single use and standing plans. Describe objectives, policies, strategy, procedure, method, rule, budget and programme as types of plans.	
Organising	Understand the concept of organizing as a structure and as a process. Explain the importance of organising. 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.	

	<p>Understand the concept of formal and informal organisation.</p> <p>Discuss the advantages, disadvantages of formal and informal organisation.</p> <p>Understand the concept of delegation.</p> <p>Describe the elements of delegation.</p> <p>Appreciate the importance of Delegation.</p> <p>Understand the concept of decentralisation.</p> <p>Explain the importance of decentralisation.</p> <p>Differentiate between delegation and decentralisation.</p>	
Staffing	<p>Understand the concept of staffing.</p> <p>Explain the importance of staffing</p> <p>Understand the specialized duties and activities performed by Human Resource Management.</p> <p>Describe the steps in the process of staffing</p> <p>Understand the meaning of recruitment.</p> <p>Discuss the sources of recruitment.</p> <p>Explain the merits and demerits of internal and external sources of recruitment.</p> <p>Understand the meaning of selection.</p> <p>Describe the steps involved in the process of selection.</p> <p>Understand the concept of training and development.</p> <p>Appreciate the importance of training to the organisation and to the employees.</p> <p>Discuss the meaning of induction training, vestibule training, apprenticeship training and internship training.</p> <p>Differentiate between training and development.</p> <p>Discuss on the job and off the job methods of training.</p>	
Directing	<p>Describe the concept of directing.</p> <p>Discuss the importance of directing.</p> <p>Describe the various elements of directing.</p> <p>Understand the concept of motivation.</p> <p>Develop an understanding of Maslow's Hierarchy of needs.</p> <p>Discuss the various financial and non-financial incentives.</p> <p>Understand the concept of leadership.</p> <p>Understand the various styles of leadership.</p> <p>Understand the concept of communication.</p> <p>Understand the elements of the communication process.</p> <p>Discuss the concept of formal and informal communication.</p> <p>Discuss the various barriers to effective communication.</p> <p>Suggest measures to overcome barriers to communication.</p>	
Controlling	<p>Understand the concept of controlling.</p> <p>Explain the importance of controlling.</p>	

	<p>Describe the relationship between planning and controlling.</p> <p>Discuss the steps in the process of controlling.</p>	
Financial Management	<p>Understand the concept of financial management.</p> <p>Explain the role of financial management in an organisation.</p> <p>Discuss the objectives of financial management</p> <p>Discuss the three financial decisions and the factors affecting them.</p> <p>Describe the concept of financial planning and its objectives.</p> <p>Explain the importance of financial planning.</p> <p>Understand the concept of capital structure.</p> <p>Describe the factors determining the choice of an appropriate capital structure of a company.</p> <p>Understand the concept of fixed and working capital.</p> <p>Describe the factors determining the requirements of fixed and working capital.</p>	
Financial Markets	<p>Understand the concept of financial market.</p> <p>Understand the concept of money market.</p> <p>Discuss the concept of capital market.</p> <p>Explain primary and secondary markets as types of capital market. Differentiate between capital market and money market.</p> <p>Distinguish between primary and secondary markets.</p> <p>Give the meaning of a stock exchange. Explain the functions of a stock exchange.</p> <p>Discuss the trading procedure in a stock exchange.</p> <p>Give the meaning of depository services and demat account as used in the trading procedure of securities. State the objectives of SEBI.</p> <p>Explain the functions of SEBI.</p>	
Marketing Management	<p>Understand the concept of marketing.</p> <p>Explain the features of marketing.</p> <p>Discuss the functions of marketing.</p> <p>Explain the marketing philosophies.</p> <p>Understand the concept of marketing mix.</p> <p>Describe the elements of marketing mix.</p> <p>Understand the concept of product as an element of marketing mix.</p> <p>Understand the concept of branding, labelling and packaging.</p> <p>Understand the concept of price as an element of marketing mix.</p> <p>Describe the factors determining price of a product.</p> <p>Understand the concept of physical distribution.</p> <p>Explain the components of physical distribution.</p> <p>Describe the various channels of distribution.</p> <p>Understand the concept of promotion as an element of marketing mix.</p>	

	<p>Describe the elements of promotion mix.</p> <p>Understand the concept of advertising.</p> <p>Understand the concept of sales promotion.</p> <p>Discuss the concept of public relations.</p>	
Consumer Protection	<p>Understand the concept of consumer protection.</p> <p>Describe the importance of consumer protection.</p> <p>Discuss the scope of Consumer Protection Act, 2019.</p> <p>Understand the concept of a consumer according to the Consumer Protection Act, 2019.</p> <p>Explain the consumer rights.</p> <p>Understand the responsibilities of consumers.</p> <p>Understand who can file a complaint and against whom?</p> <p>Discuss the legal redressal machinery under Consumer Protection Act, 2019.</p> <p>Examine the remedies available to the consumer under Consumer Protection Act, 2019.</p> <p>Describe the role of consumer organizations and NGOs in protecting consumers' interests.</p>	