

# SENIOR SCHOOL CURRICULUM

## 2017-18

### BUSINESS OPERATION & ADMINISTRATION

#### CLASS-XI ELECTIVE

#### BUSINESS OPERATION & ADMINISTRATION (766)

#### THEORY

*Time: 3 Hours*

*Marks: 60*

| Content  | Topics   | Marks |
|--|--|-------|
| 1. Introduction to Business Operations                   | 1.1 Concept and definition of Business Operations.<br>1.2 Types of Business Operations.<br>1.3 Management of Business Operations.  | 5     |
| 2. Business Environment                                  | 2.1 Understanding Business Environment.<br>2.2 Internal and External Factors of Business Environment.  | 5     |
| 3. Products and Services                                 | 3.1 Concept, Definition and Features of Product.<br>3.2 Classification of Products.<br>3.3 Concept, Definition and Features of Services.<br>3.4 Difference between Product and Service.<br>3.5 Meaning of Consumer, Identifying Consumer Needs, Classification of Consumers. | 8     |
| 4. Types of Organisation                                 | 4.1 Meaning and Definition of Organisation.<br>4.2 Characteristics and Significance of Organisation.<br>4.3 Types of Organisation.   | 5     |
| 5. Formation of Partnership Firm and Joint Stock Company | 5.1 Introduction to Partnership Firm.<br>5.2 Steps in Formation of a Partnership Firm.<br>5.3 Meaning, Definition and Characteristics of Joint Stock Company.<br>5.4 Types of Companies.<br>5.5 Formation of a Joint Stock Company.  | 10    |
| 6. Business Correspondence                               | 6.1 Meaning and Significance of Business Correspondence.<br>6.2 Rules of Good Business Communication.<br>6.3 Principles of Business Correspondence.<br>6.4 Forms and Types of Common Business Letters.   | 7     |

|  |  |           |
|--|--|-----------|
| <b>7. Functional Areas of Management</b> | 7.1 Production Management.<br>7.2 Financial Management.<br>7.3 Marketing Management.<br>7.4 Human Resource Management.<br>7.5 Information Technology.                          | <b>10</b> |
| <b>8. Organisational Behaviour</b>       | 8.1 Meaning, Definition and Importance of Organisational Behaviour.<br>8.2 Characteristics of Organisational Behaviour.<br>8.3 Groups, formation of groups and group dynamics. | <b>10</b> |

### **PRACTICAL**

*Time: 2 Hours*

*Marks: 40*

- |    |  |           |
|----|--|-----------|
| 1. | Prepare a chart on different types of joint stock companies with examples.           | <b>10</b> |
| 2. | Visit nearby business enterprises / companies and prepare a report on the following: | <b>10</b> |
|    | a) Nature and Type of business being run by them.                                    |           |
|    | b) Products and Services provided by them.   |           |
| 3. | Role play on understanding the concept of Formal and Informal Communication.         | <b>10</b> |
| 4. | Viva   | <b>10</b> |

### **CLASS–XI**

#### **GENERAL FOUNDATION COURSE (501)**

(Common for Office Secretaryship, Stenography & Computer Application, Accountancy & Taxation,  
Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)

### **CLASS–XII**

#### **ELECTIVE**

#### **BUSINESS OPERATION & ADMINISTRATION (766)**

### **THEORY**

*Time: 3 Hours*

*Marks: 60*

| <b>Content</b>                       | <b>Topics</b>   | <b>Marks</b> |
|--------------------------------------|---|--------------|
| <b>1. Introduction to Management</b> | 1.1 Meaning and Definition of Management.<br>1.2 Importance of Management.<br>1.3 Characteristics of Management.<br>1.4 Functions of Management.<br>1.5 Difference between Management and Administration. | <b>10</b>    |
| <b>2. Concept of Management</b>      | 2.1 Principles of Management.<br>2.2 Nature of Management.<br>2.3 Concepts and Thoughts of Management.  | <b>8</b>     |

|   |   |           |
|---|---|-----------|
|   | 2.4 Classical, Neo Classical and Scientific Management.   |           |
| <b>3. Functions of Management</b>             | 3.1 Meaning and Significance of Functions of Management.<br>3.2 Planning.<br>3.3 Organising.<br>3.4 Staffing.<br>3.5 Directing.<br>3.6 Coordinating.<br>3.7 Controlling.  | <b>10</b> |
| <b>4. Communication</b>                       | 4.1 Meaning and Definition of Communication.<br>4.2 Significance of Communication.<br>4.3 Types of Communication.<br>4.4 Features of Effective Communication.<br>4.5 Hurdles of Communication.                    | <b>5</b>  |
| <b>5. Motivation</b>                          | 5.1 Meaning, Definition and Significance of Motivation.<br>5.2 Types of Motivation.<br>5.3 Motivational Theories.<br>5.4 Difference between Motivation and Inspiration.   | <b>8</b>  |
| <b>6. Leadership</b>                          | 6.1 Meaning, Definition and Importance of Leadership.<br>6.2 Types of Leaders.<br>6.3 Characteristics of a Good Leader.<br>6.4 Leadership Styles.   | <b>7</b>  |
| <b>7. Social Responsibility of Business</b>   | 7.1 Business and Society.<br>7.2 Concept of Social Responsibility.<br>7.3 Importance of Social Responsibility.<br>7.4 Corporate Social Responsibility.  | <b>5</b>  |
| <b>8. Information Technology and Business</b> | 8.1 Meaning, Definition and Importance of Information Technology.<br>8.2 Information Technology in Functional Areas of Business.<br>8.3 Meaning and Scope of E-business.<br>8.4 Merits and Demerits of E-business | <b>7</b>  |

## **PRACTICAL**

***Time: 2 Hours***

***Marks: 40***

- |    |  |           |
|----|--|-----------|
| 1. | Prepare a project report on the online retail business firms in India.                     | <b>10</b> |
| 2. | List out in detail the environment hazards caused by the firms in your nearby/local areas. | <b>10</b> |
| 3. | Role play on comprehending the concept of Motivation based on a case study.                | <b>10</b> |
| 4. | Viva   | <b>10</b> |

## **CLASS–XII**

### **GENERAL FOUNDATION COURSE (501)**

**(Common for Office Secretaryship, Stenography & Computer Application, Accountancy & Taxation,  
Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)**

### **LIST OF EQUIPMENTS AND SOFTWARE**

1. Computers.
2. Printers.
3. Software like MS-Excel etc.
4. Computer Stationery.
5. Smart Boards to make the subject more interesting.
6. LCD Projector and Screen.