

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2020-2021

BUSINESS ADMINISTRATION (SUBJECT CODE -833)

JOB ROLE: BUSINESS EXECUTIVE

CLASS – XI& XII

COURSE OVERVIEW:

It is commonly agreed that education should aim at holistic development of the individual. India at present needs a large base of skilled and competent manpower. There is a need for industry - institute collaboration, sector wise skill profile, identification of courses and development of modular competency-based curriculum. The subject business administration was introduced not merely to provide basic understanding of various principle's, procedures and practices related to Business but also satisfy skill and vocational needs of the students. The focus is on providing Skill based education and training so that employability of the pass-outs can be improved.

OBJECTIVES OF THE COURSE:

Following are the main objectives of this course -

- To provide knowledge of principles, practices, procedures about Business, Trade and Industry
- To provide basic knowledge of Technological tools including computers and its application in Business
- To develop an understanding of the environment in which we live and undertake various activities related to business
- To educate learner in different functional areas and develop their basic understanding about the same
- To encourage spirit of entrepreneurship and prepare learner to enter into Self employability

SALIENT FEATURES:

- This course helps in developing basic Skills required to undertake different commerce related activities
- It helps in developing right aptitude and qualities for being an Entrepreneur.
- This course places greater emphasis on imparting practical skills like Presentation, Communication, Analytical, Problem solving aptitude and Listening skills.
- The course engages the learner through project work, field visits, attachment with industries, organizing industry expert visits.

LIST OF EQUIPMENT AND MATERIALS:

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Teaching/Training Aids:

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Flip Charts
6. Video and audio recorders

CAREER OPPORTUNITIES:

On completion of the class 12th with Business Administration course, various career opportunities are available, like

- e-Commerce executive
- Virtual service associate
- Inventory executive
- Sales executive
- Office Assistant
- Digital marketing executive
- Customer relationship executive
- BPO executives

VERTICAL MOBILITY:

After completing 12th grade with Business Administration, the students can opt for various courses in higher education in Private / Government Universities in India and overseas like and not limited to :

- Graduate programs in Vocational studies
- Diploma and Certificate courses in Business Administration
- BBA
- BMS
- BFT
- HRM

CURRICULUM:

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skills subject along with other subjects.

CLASS–XI(SESSION 2020-2021)

Total Marks: 100 (Theory - 70+Practical - 30)

BUSINESS ADMINISTRATION (SUBJECT CODE - 833)

Class XI(Session 2020-21)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-III	13	10
	Unit 2 : Self-Management Skills- III	07	
	Unit 3 : ICT Skills- III	13	
	Unit 4 : Entrepreneurial Skills- III	10	
	Unit 5 : Green Skills- III	07	
	Total	50	
Part B	Subject Specific Skills		
	Unit 1 :Introduction to Business Operation		05
	Unit 2 : Business Environment		10
	Unit 3 :Products & Services		12
	Unit 4 :Types of Organisation		05
	Unit 5 : Formation of Partnership Firm and Joint Stock Company		08
	Unit 6 : Business Correspondence		10
	Unit 7 : Functional Areas of Management		05
	Unit 8 :Organisational Behaviour		05
	Total	150	60
Part C	Practical Work		
	Project	60	10
	Viva		5
	Practical File		5
	Demonstration of skill competency via Lab Activities		10
	Total		60
	GRAND TOTAL	260	100

NOTE: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

PRACTICAL GUIDELINES FOR CLASS XI

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF)** .Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project -5 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -5 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in business administration..

Suggested list of Practical –

1. Visit few firms of different scales Small Scale, Medium Scale and Large Scale nearby your vicinity and make a list of their commercial operations. Differentiate them across following:
 - Capital invested
 - Labour intensive or capital intensive
 - Number of persons working
2. Conduct a small survey to understand the impact of COVID 19 pandemic on small retailer dealing in non-essential items.
3. Create a project on SWOT analysis of E-commerce business sector of Indian economy.

4. Conduct a survey with your neighbors to understand the consumption habits in COVID-19 times. The aim should be to differentiate between the consumption of convenient goods and shopping goods.
5. Visit few business organizations near your vicinity and differentiate between the types w.r.t. Sole proprietorship, co-operatives, partnership and companies.
6. Make a project on the steps involved in the capital subscription process of SBI Cards and Payment Services Ltd.
7. Visit a firm and collect information on different types of written and oral communication used in that organization.
8. Visit a business organization and conduct an interview with the few administration personnel to understand how Information Technology is useful for their business.
9. Visit a business enterprise in your vicinity and interact with the HR manager to understand the OB challenges faced by him.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.

CLASS – XII (SESSION 2020-2021)

Total Marks: 100 (Theory - 70 + Practical - 30)

BUSINESS ADMINISTRATION (SUBJECT CODE - 833)

Class XII (Session 2020-21)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	10
	Unit 2 : Self-Management Skills- IV	07	
	Unit 3 : ICT Skills- IV	13	
	Unit 4 : Entrepreneurial Skills- IV	10	
	Unit 5 : Green Skills- IV	07	
	Total	50	
Part B	Subject Specific Skills		
	Unit 1 : Introduction to Management		08
	Unit 2 : Concept of Management		10
	Unit 3 : Functions of Management		10
	Unit 4 : Communication		06
	Unit 5 : Motivation		06
	Unit 6 : Leadership		08
	Unit 7 : Social Responsibility of Business		06
	Unit 8 : Information Technology and Business		06
	Total	150	60
Part C	Practical Work		
	Project	60	10
	Viva		5
	Practical File		5
	Demonstration of skill competency via Lab Activities		10
	Total		60
	GRAND TOTAL	260	100

NOTE: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

PRACTICAL GUIDELINES FOR CLASS XII

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Senior Secondary School Curriculum (Under NSQF)** .Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

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Viva based on Project -5 marks

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Practical File -5 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in business administration..

Suggested list of Practical –

1. Visit a business enterprise near your home and make a list of all the managerial activities done there. Also list out the different managerial levels and designations in that enterprise.
2. Visit websites of Reliance Jio and Airtel. Make a comparison between their plans. The plans should include Objectives, strategies, policies and programmes.
3. Visit a firm and make a note on the organizational structure adopted by them.
4. Conduct a survey with manufacturing organizations to understand the communication problems they face while interacting with the employees.
5. Visit a firm near your area to understand the financial incentives given by the employer to motivate the employees.

6. List out the leadership traits in five leaders in any area-cricket, politics or business.
7. Write a note on Corporate Social Responsibility with special reference to Companies Act 2013. Write detailed CSR initiatives adopted by companies to Save Water.
8. Conduct a survey to assess customer satisfaction with Online shopping over Offline shopping. This survey can be administered with the people staying in your society.
9. Perform a survey to find out how many people in your society use Net banking over directly visiting bank.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a. Introduction,
- b. Identification of core and advance issues,
- c. Learning and understanding and
- d. Observation during the project period.