

CBSE | DEPARTMENT OF SKILL EDUCATION CURRICULUM FOR SESSION 2020-2021

MARKETING AND SALES (SUBJECT CODE 412)

JOB ROLE: MARKETING ASSISTANCE

RATIONALIZED CURRICULUM FOR CLASS-X FOR SESSION 2020-21

Total Marks: 100 (Theory-50 + Practical-50)

MARKETING AND SALES (412) Class X (Session 2020-21)			
	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A	Employability Skills		
	Unit 1 : Communication Skills-II	13	10
	Unit 2 : Self-Management Skills-II	07	
	Unit 3 : ICT Skills-II	13	
	Unit 4 : Entrepreneurial Skills-II	10	
	Unit 5 : Green Skills-II	07	
	Total	50	
Part B	Subject Specific Skills		
	Unit 1: Sales with other functions- Introduction to Marketing Mix	20	05
	Unit 2: Market (Segmentation, Targeting and Positioning)	30	05
	Unit 3: Basic concept of Sales and selling	30	10
	Unit 4: Careers in selling	20	10
	Unit 5: Skills in selling	20	10
	Total	120	40
Part C	Practical Work		
	Project	50	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		20
	Total		50
GRAND TOTAL		200	100

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

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-II	10
2.	Unit 2: Self-management Skills-II	10
3.	Unit 3: Information and Communication Technology Skills-II	10
4.	Unit 4: Entrepreneurial Skills-II	15
5.	Unit 5: Green Skills-II	05
	TOTAL DURATION	50

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

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Sales with other functions- Introduction to Marketing Mix	20
2.	Unit 2: Market (Segmentation, Targeting and Positioning)	30
3.	Unit 3: Basic concept of Sales and selling	30
4.	Unit 4: Careers in selling	20
5.	Unit 5: Skills in selling	20
	TOTAL DURATION	120

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
1. INVESTMENT BASICS	Saving Vs Investment	Session-1 <ul style="list-style-type: none">• Causes of Investment• Tools of Investment• Needs of Investment Activity <ul style="list-style-type: none">• Interactive lecture: Situation to Calculation of the Investment• Calculate Bank and Post Office Deposits
	Stock Exchange	Session -2 <ul style="list-style-type: none">• Define Stock Exchange• Identify National Stock Exchanges Activity <ul style="list-style-type: none">• Collection Market Return Charts and Sheets, Discuss
	Electronic Shares	Session -3 <p>Find the Depositories of the Country.</p> Activity <p>Fill DRF (Demand Request Form)</p>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
2. SECURITIES	Securities Market	Session -1 <ul style="list-style-type: none"> Who can invest Insecurities Market? Securities Platform Activity <ul style="list-style-type: none"> Live Trading/Watch Business Channels
	Regulators	Session -2 <ul style="list-style-type: none"> Need of Regulators Role of SEBI Activity <ul style="list-style-type: none"> Role Play of SEBI Representative
	Market Participants	Session -3 <ul style="list-style-type: none"> Participant Registration Transaction through Participants Activity <ul style="list-style-type: none"> How to become Participants. Role Play
3. PRIMARY MARKET	New Issue Market	Session -1 Who can bring new issue? Role of Primary Market Activity Visit in Stock Exchange to collect Reports and IPO Forms
	Issue of Shares	Session -2 <ul style="list-style-type: none"> Need for issue Market Capitalization Public Vs. Private Placement Activity <ul style="list-style-type: none"> Learn how to fill IPO
	Saturated Prospectus	Session -3 Draft offer documents Listing agreement SEBI role Activity Bring prospectus from the Stock Exchange and read highlights
4. SECONDARY MARKET	Securities Market	Session -1 Difference between Primary Market and Secondary Market Activity Visit to Stock Exchange and Broking Houses in the nearby area for interaction with broker .
	Stock Exchange	Session -2 Identify Demutualize Stock Exchange of India Process of SBTS Activity Operations of Online/ Electronic Trading
	Trading	Session -3 Direct Market Access Study Contract Note Calculate Brokerage Activity Interactive lecture: Pre-trading/ Post- trading Instructions Participate in live/ mock trading & visit www. nlt.co.in

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
5. DERIVATIVES	Futures and Options Market	Session -1 Find the Derivatives Instruments Difference between future and options Activity Risk and Return of Derivative Trading Mock Trading Techniques of Derivatives
	Commodity	Session -2 Identify the features of Commodity Derivatives Distinguish between Commodity & Financial Derivatives Activity Risk and Returns of Commodity Trading Trading Techniques Basics of Commodity Market
6. Depository	Holding of Securities	Session - 1 Similarities between Bank and Depository Role of Depository Activity Benefits of Holding Electronic Shares Discussion on Physical Securities
	Ownership	Session -2 Benefits of Equity Ownership Describe ISIN Role of Custodians Activity Discuss Corporate Actions of any Company Calculate all Corporate Benefits
	Dematerialization	Session -3 Conversion of Physical to Electronic form to shares Demat Benefits Activity All steps of Demat Fill DRF and Submit in DP
7. Mutual Funds	Basics of Mutual Fund	Session -1 Define MF Benefits of MF How to calculate NAV Procedure of NFO Activity Calculate Returns of the Schemes. Find best suited scheme for each student
	Active/Passive Fund	Session -2 Tools and Techniques of Active and Passive Fund Activity Risk and Returns of MF Role plays portfolio manager

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
8. Miscellaneous	Corporate Actions	Session – 1 Distinguish b/w Cash benefits and Stock Benefits Tools of Corporate Actions Activity Why Company provide Corporate Benefits. Calculate all Corporate Benefits.
	Index	Session -2 Describe Nifty / Sensex How Nifty Calculate? Activity Nifty Behavior and uses Presentation on Nifty - 50
	Clearing& Settlement	Session-3 Clearing Corporation of NSE Rolling Settlement Activity How NSCCL Eliminate the Risk of Counter Party Visit to clearing Dept. Of Exchange
	Post Market Activities	Session-4 Ex/Cum No Delivery Period BC/RD Ex-Date IPF Arbitration Activity Discuss the Arbitration Cases
9. Concepts & Modes of Analysis	Time Value of Money	Session-1 Simple Interest Compound Interest Effective Annual Return Activity Practice through Log Book and Scientific Calculator
	Annual Report	Session -2 Identify Income Statement Position Statement Fund Sources CA/ CL Activity Draw Income and Position Statement. Frame the Procedure of Loan and its Requirements
	Accounting terms and Technologies	Session-3 Identify Secured and Unsecured Loans Net/Gross Blocks P/L Statement Fund Applications Activity Financial Needs of the Companies Frame the Procedure of Loan and its Requirements

*** To be assessed in Practical only. No question shall be asked from this portion in Theory Exams**

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
10. Ratio Analysis	Liquidity Ratio	Session -1 Current Ratio Acid Test Ratio Turnover Ratio Average Collection Period Activity Interpretation on the basis of Ratio Analysis Do Sums and Analysis
	Leverage/Capital Structure	Session-2 Debt - Equity Ratio Debt - Total Asset Ratio Interest Coverage Ratio Activity Interpretation on the basis of Ratio Analysis Do Sums and Analysis
	Profitability Ratio	Session -3 GP Ratio NP Ratio Return on total Asset Return/on Capital Employed Return on Share holder Equity Activity Interpretation on the Basis of Ratio Analysis Do Sums and Analysis

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