

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2023-2024

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 principles, 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.

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CURRICULUM FOR SESSION 2023-2024

BUSINESS ADMINISTRATION (SUBJECT CODE - 833)

CLASS – XI (SESSION 2023-2024)

Total Marks: 100 (Theory-60+Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	2
	Unit 2 : Self-Management Skills- IV	07	2
	Unit 3 : ICT Skills- IV	10	2
	Unit 4 : Entrepreneurial Skills- IV	10	2
	Unit 5 : Green Skills- IV	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1 :Introduction to Business Operation	15	05
	Unit 2 : Business Environment	25	08
	Unit 3 :Products & Services	25	07
	Unit 4 :Types of Organisation	15	05
	Unit 5 : Formation of Partnership Firm and Joint Stock Company	25	08
	Unit 6 : Business Correspondence	25	07
	Unit 7 : Functional Areas of Management	10	05
	Unit 8 :Organisational Behaviour	10	05
	Total	150	50
Part C	Practical Work		
	Project	60	15
	Viva		05
	Practical File		05
	Demonstration of skill competency via Lab Activities		15
			Total
	GRAND TOTAL	260	100

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

CBSE | DEPARTMENT OF SKILL EDUCATION CURRICULUM FOR SESSION 2023-2024

BUSINESS ADMINISTRATION (SUBJECT CODE 833)

CLASS-XII FOR SESSION 2023-2024

Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV	13	2
	Unit 2 : Self-Management Skills- IV	07	2
	Unit 3 : ICT Skills- IV	13	2
	Unit 4 : Entrepreneurial Skills- IV	10	2
	Unit 5 : Green Skills- IV	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1 : Introduction to Management	16	07
	Unit 2 : Concept of Management	25	08
	Unit 3 : Functions of Management	25	08
	Unit 4 : Communication	16	05
	Unit 5 : Motivation	16	05
	Unit 6 : Leadership	20	07
	Unit 7 : Social Responsibility of Business	16	05
	Unit 8 : Information Technology and Business	16	05
	Total	150	50
Part C	Practical Work		
	Project	60	15
	Viva		05
	Practical File		05
	Demonstration of skill competency via Lab Activities		15
	Total		60
GRAND TOTAL		260	100

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV	07
	TOTAL DURATION	50

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

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1 : Introduction to Management	16
2.	Unit 2 :Concept of Management	25
3.	Unit 3 : Functions of Management	25
4.	Unit 4 : Communication	16
5.	Unit 5 : Motivation	16
6.	Unit 6 : Leadership	20
7.	Unit 7 : Social Responsibility of Business	16
8.	Unit 8 : Information Technology and Business	16
	TOTAL DURATION	150

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
1. Introduction to Management	1.1 Meaning, Definition of Management	Session: Understand the meaning, definition & Concept of Management. <ul style="list-style-type: none">• Meaning of Management.• Definition by various management experts & thinkers. Concept of management.
	1.2 Features, Importance, Functions of Management	Session: Understand the characteristics and significance of management. <ul style="list-style-type: none">• Features of management.• Importance of management.• Functions of management

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	1.3 Levels of Management	Session: Understand the hierarchy of levels of management <ul style="list-style-type: none"> • Understand the various levels of management. • Understanding the importance of every level of management.
		Activity: Prepare a PPT on levels of management of any multinational co.
	1.4 Management and Administration	Session: Understanding the relation between management and administration. <ul style="list-style-type: none"> • Meaning of Management & Administration. • Difference between Management & Administration
		Activity: Prepare a chart highlighting the differences between Management & Administration.
2. Concept of Management	2.1 Nature of Management	Session: Understand the nature of management. <ul style="list-style-type: none"> • Understand Management as Art. • Understand Management as Science. • Understand Management as Profession.
	2.2 Concept and thoughts of Management	Session: Understand the various thoughts & approaches to Management. <ul style="list-style-type: none"> • Understand Meaning & concept of Classical Approach • Understand Meaning & Concept of Scientific Management • Understand Meaning & concept of Neo-Classical approach
	2.3 Principles of Management	Session: Understand the Principles of management. <ul style="list-style-type: none"> • Understand the Need of Management Principles. • Understand the contribution of Taylor's concept of Scientific Management. • Understand the contribution of Fayola's Principles of Management (14 Principles)
3. functions of management	3.1 Planning	Session: understand the meaning and significance of Planning <ul style="list-style-type: none"> • Meaning of Planning. • Importance of Planning. • Types of Plans. . • Process of Planning.
	3.2 Organizing	Session: understand the meaning and significance of Organising <ul style="list-style-type: none"> • Meaning of Organising. • Importance of Organising. • Organising as a process. • Organisation as a structure. • Types of Organisation.

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	3.3 Staffing	Session: Understand the meaning and significance of staffing. <ul style="list-style-type: none"> • Meaning of staffing. • Importance of staffing. • Staffing process
	3.4 Directing	Session: understand the meaning and significance of Directing <ul style="list-style-type: none"> • Meaning of Directing. • Importance of Directing. • Elements of Directing
	3.5 Controlling	Session: understand the meaning and Importance of Controlling. <ul style="list-style-type: none"> • Meaning of Controlling. • Importance of Controlling. • Relationship between Planning and Controlling
	3.6 Coordination	Session: understand the meaning and Importance of Coordination. <ul style="list-style-type: none"> • Meaning of Coordination. • Importance of Coordination. • Coordination as essence of management.
4. Communication	4.1 Introduction	Session: Understand the Meaning and importance of Communication. <ul style="list-style-type: none"> • Definition of communication. • Method of communication.
	4.2 Significance of Communication	Session: understand the significance of communication. <ul style="list-style-type: none"> • Transfer of ideas • For education • For organizational structure
	4.3 Types of Communication	Session: understand the types of communication. <ul style="list-style-type: none"> • Verbal and non-verbal communication • Formal and informal communication. • Visual communication
	4.4 Features of Effective Communication	Session: understand the process of Effective communication.
	4.5 Hurdles of Communication	Session: understand the various hurdles of communication. <ul style="list-style-type: none"> • Language hurdles • Emotional hurdles • Physical hurdle • Systematic hurdle • Attitudinal hurdle
5. Motivation	5.1 Motivation and its Importance	Session: understand the Meaning and Importance of Motivation. <ul style="list-style-type: none"> • Definition of Motivation • Characteristics of Motivation • Significance of Motivation

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	5.2 Theories of Motivation	Session: understand Types of motivational theories Content theories in detail <ul style="list-style-type: none"> • Different motivational theories • Type of Content theories <ul style="list-style-type: none"> ▪ Maslow's Theory ▪ Herzberg Theory ▪ ERG Theory
	5.3 Theories of Motivation	Session: understand the Process of theories in detail, Reinforcement theory of Motivation <ul style="list-style-type: none"> • Type of Process theories • Expectancy Theory • Equity Theory Reinforcement theory of motivation.
	5.4 Theories of Motivation and Methods of Motivation	Session: Understand the Behavioural Theories in detail and Measures of Motivation. <ul style="list-style-type: none"> • Behavioural Theories • McGregor Theory X and Y • Ou chi Theory Z Methods of Motivation • Financial Incentives • Non-Financial Incentives
	5.5 Methods of Motivation; Motivation and Inspiration	Session: Understand the Methods of Motivation and able to differentiate Motivation and Inspiration. <ul style="list-style-type: none"> • Job Enlargement • Job Enrichment • Difference between Motivation and Inspiration
6. Leadership	6.1 Meaning, Definition and Importance of Leadership	Session: Understand the meaning, importance and significance of leadership. <ul style="list-style-type: none"> • Meaning and definition of Leadership • Significance of Leadership
	6.2 Types of Leaders	Session: Understand the Classification of Leaders <ul style="list-style-type: none"> • Categories of different kinds of leaders
	6.3 Characteristics of a Good Leader	Session: Understand the Characteristics of a Good leader <ul style="list-style-type: none"> • Understanding qualities which make a person leader.
	6.4 Leadership Styles	Session: Understand the various Styles of Leadership <ul style="list-style-type: none"> • Comprehending different styles leaders can adopt
7. Social Responsibility of Business	7.1 Meaning of Social Responsibility	Session: Understand the concept of social responsibility of business in society.
	7.2 Business and Society	Session: Understand the correlation between business and society.
	7.3 Concept of Social Responsibility	Session: Understand the evolution and concept of social responsibility. <ul style="list-style-type: none"> • Economic responsibility • Legal responsibility • Ethical responsibility • Philanthropic Responsibility

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	7.4 Importance of Social Responsibility	Session: Understand the importance of Social responsibility. <ul style="list-style-type: none"> • From employees view • From customer views • From investors views • From supplier views • From govt. views • From society views
	7.5 Corporate Social Responsibility	Session: <ul style="list-style-type: none"> • Understand the concept of corporate social responsibility. • Meaning of CSR • Potential business benefits of CSR
8. Information technology and business	8.1 Meaning, Definition and Importance of Information Technology	Session: Understand the Meaning of Information Technology and Significance of Information Technology <ul style="list-style-type: none"> • Meaning and definition of information technology • Relevance of information technology in current scenario
	8.2 Information technology in Functional areas of business	Session: <ul style="list-style-type: none"> • Understanding role of Information Technology in different areas of business. • Usage of Information technology in various areas of business
	8.3 Meaning of E-business <ul style="list-style-type: none"> • Scope of E-business 	Session: Understand the Meaning of E-business <ul style="list-style-type: none"> • Information Technology in different areas of business • Scope of E-business. • Understand the Scope of E-Business
	8.4 Merits and Demerits of E-business	Session: understand the merits and demerits of E-business. <ul style="list-style-type: none"> • Merits of E-Business • Demerits of E- Business

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 -15 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 neighbours 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 -15 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

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: -

Project -15 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 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 -15 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.