

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2021-2022

BUSINESS ADMINISTRATION (SUBJECT CODE -833)

JOB ROLE: BUSINESS EXECUTIVE

CLASS – 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.

BUSINESS ADMINISTRATION (SUBJECT CODE - 833)**CLASS – XII (SESSION 2021-2022)****Total Marks: 100 (Theory-70 + Practical-30)**

	TERM	UNITS	NO. OF HOURS for Theory and Practical 260	MAX. MARKS for Theory and Practical 100	
Part A	Employability Skills				
	TERM I	Unit 1 : Communication Skills-IV	13	5	
		Unit 2 : Self-Management Skills-IV	07		
		Unit 3 : ICT Skills-IV	13		
	TERM II	Unit 4 : Entrepreneurial Skills-IV	10	5	
		Unit 5 : Green Skills-IV	07		
		Total	50	10	
Part B	Subject Specific Skills		Theory (In Hours)	Marks	
	TERM I	Unit 1 : Introduction to Management	16	30	
		Unit 2 :Concept of Management	25		
		Unit 3 : Functions of Management	25		
		Unit 4 : Communication • Meaning of Communication • Significance of Communication • Types of Communication	16		
	TERM II	Unit 4 : Communication • Effective Communication • Hurdles of Communication		30	
		Unit 5 : Motivation			16
		Unit 6 : Leadership			20
		Unit 7 : Social Responsibility of Business	16		
		Unit 8 : Information Technology and Business	16		
		Total	150	60	
Part C	Practical Work		Practical (In Hours)		
		Project	60	10	
		Viva		05	
		Practical File		05	

		Demonstration of Skill competency via Lab Activities		10
		Total	60	30
		GRAND TOTAL	260	100

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

Session - 2021-2022

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 -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 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.