

# **CBSE | DEPARTMENT OF SKILL EDUCATION**

## **CURRICULUM FOR SESSION 2021-2022**

---

### **BUSINESS ADMINISTRATION (SUBJECT CODE -833)**

#### **JOB ROLE: BUSINESS EXECUTIVE**

---

#### **CLASS – XI**

#### **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 12<sup>th</sup> 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 12<sup>th</sup> 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 – XI (SESSION 2021-2022)****Total Marks: 100 (Theory-60+Practical-40)**

	TERM	UNITS	NO. OF HOURS for Theory and Practical 260	MAX. MARKS for Theory and Practical 100
<b>Part A</b>	<b>Employability Skills</b>			
	<b>TERM I</b>	Unit 1 : Communication Skills-III	13	5
		Unit 2 : Self-Management Skills-III	07	
		Unit 3 : ICT Skills-III	13	
	<b>TERM II</b>	Unit 4 : Entrepreneurial Skills-III	10	5
		Unit 5 : Green Skills-III	07	
		<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Subject Specific Skills</b>		<b>Theory (In Hours)</b>	<b>Marks</b>
	<b>TERM I</b>	Unit 1 : Introduction to Business Operation	15	25
		Unit 2 : Business Environment	25	
		Unit 3 : Products & Services	25	
		Unit 4 : Types of Organization	15	
	<b>TERM II</b>	Unit 5 : Formation of Partnership Firm and Joint Stock Company	25	25
		Unit 6 : Business Correspondence	25	
		Unit 7 : Functional Areas of Management	10	
		Unit 8 : Organisational Behaviour	10	
		<b>Total</b>	<b>150</b>	<b>50</b>
<b>Part C</b>	<b>Practical Work</b>		<b>Practical (In Hours)</b>	
		Project	60	15
		Viva		05
		Practical File		05
		Demonstration of Skill competency via Lab Activities		15
		<b>Total</b>	<b>60</b>	<b>40</b>
		<b>GRAND TOTAL</b>	<b>260</b>	<b>100</b>

**NOTE:** 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 -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 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 -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.