

KOTHARI INTERNATIONAL SCHOOL

GRADE: 10

SUBJECT: ELEMENT OF BUSINESS SUBJECT CODE: 154

ANNUAL PLANNER (2021-22)

| S.No | TERM | MONTH | TOPIC | SUBJECT ENRICHMENT |
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| 1. | <u>PRE MID TERM</u> <u>PERIOD</u> - (18 th March -19 st May) (30 % of annual syllabus to be completed) <u>REVISION</u> - (20 th May-28 th May & 1 st & 2 nd July) <u>ASSESSMENT 1</u> - (5 th July-14 th July) | MARCH Working Days -9 | Joint Stock Company | The learner would be able to : Recall the meaning of a company Understand the meaning of private and public company State the features of private and public company |
| | | APRIL Working Days -18 | Multinational companies | The learner would be able to : Give the meaning of a Multinational Company State the features of a Multinational Company |
| | | MAY Working Days -18 | Business Finance | Identify the sources of business finance for sole proprietorship, partnership firm and a company Distinguish between owners funds and borrowed funds |
| 2. | <u>MID TERM</u> <u>PERIOD</u> - (15 th July- 3rd Sept) (75 % of annual syllabus to be completed) <u>REVISION</u> - (6 th Sept- 17 th Sept) | JULY Working Days -21 | Communication in Business Organisations | The learner would be able to : Recall the meaning of communication, Process of Communication and barriers Distinguish between telephonic conversation and video conferencing |
| | | AUGUST Working Days -20 | Means of Communication | Mention the different modes of communication |

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| | ASSESSMENT 2 - (20thSept- 30th Sep) | | | Distinguish between a letter and an e-mail |
| | | SEPTEMBER Working Days- 22 | Selling and Distribution | The learner would be able to : Explain the concept of purchase and sale List the different methods of payment Explain the meaning and features of different methods of payment |
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| 3 | POST MID TERM PERIOD – (1stOct–24th Nov) (100 % of annual syllabus to be completed) | OCTOBER Working Days -16 | Documentation: in the process of purchase and sale | The learner would be able to : Identify the documents used in the process of purchase and sale Invoice, Quotation, Enquiry Letter |
| | REVISION – (25th Nov–8thDec) ASSESSMENT 3 – (10th Dec–21st Dec) | NOVEMBER Working Days – 18 | Large scale Retail Trade | The learner would be able to : Recall the meaning of retail trade Explain the meaning of large scale retail trade Differentiate between Departmental stores and Multiple shops State the features of Mail order business, teleshopping, Automated vending machines, selling through internet |
| | | DECEMBER Working Days -22 | Selling | The learner would be able to : Explain the meaning of ‘Personal Selling’ Appreciate the importance of |

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| | | | | 'Personal selling' Features of salesmanship |
| 5. | <p><u>PRE BOARD-1</u></p> <p>(100 % of annual syllabus)</p> <p><u>REVISION</u> – (22nd Dec–30thDec) (6th & 7th Jan)</p> <p><u>ASSESSMENT 4</u> - (10th Jan–21stJan)</p> | <p>JANUARY</p> <p>Working Days -15</p> | <p>Sales Promotion</p> <p>Advertising - meaning, importance and media of advertising</p> <p>PROJECT</p> | <p>The learner would be able to :</p> <p>Explain the meaning of 'Sales promotion'</p> <p>Identify the different techniques of sales promotion, advantages to manufacturer and Consumer</p> <p>The learner would be able to :</p> <p>Explain the meaning of 'Advertising'</p> <p>Mention the different media of advertising</p> <p>Appreciate the importance of advertising</p> |