

DELHI PUBLIC SCHOOL, SRINAGAR

Academic Planner for the month of October, 2015 – Business Studies (Class 12th)

MONTH OF OCTOBER	CONCEPT AND SKILLS	LEARNING OUTCOME	INSTRUCTIONS TOOLS & REFERENCES	PEDAGOGY	ACTIVITY/ASSIGNMENT PROJECT/RESEARCH	ASSESSMENT	FORMATIVE/SUMMATIVE ASSESSMENT-SYLLABUS
SYLLABUS TOPICS							
MARKETING MANAGENENT 8+2HOURS - 10-PERIODS	Learning to analyse the different concepts related to marketing and its management.	<ul style="list-style-type: none"> • The child should have learnt; • The meaning of Marketing Management • Marketing Management • Difference between Marketing and Selling • Philosophies & marketing management • Functions of marketing • Meaning and Components of Marketing Mix. 	<ul style="list-style-type: none"> - Board to mark the important points. - Power point presentation related to marketing management. - Chart papers - Colours 	<ul style="list-style-type: none"> - Reflective Discussion - Random Questioning - Brain storming - Concept Formation 	A CBSE project on the topic Marketing Management taken up. As per CBSE guidelines students helped out in selecting a product, and taking up all the survey for its marketing	Assignment in the in the last 20min of the period and checking it to give a feedback and get a feedback - Oral test - Open book test - Discussion related to the emerging marketing techniques	To be tested in pre-boards: Project to be tested i. viva voice; ii. Presentation iii. Knowledge in external exams (boards)
CONSUMER PROTECTION ACT 1986 8PERIODS - 8HOURS	LEARNING THE MEANING OF Consumer Protection Act 1986 The child learns about the Act, its importance, the various	<ul style="list-style-type: none"> - Legal protection of consumer - Consumers responsibilities / Rights - Redressal agencies under CPA 1986. - Role of 	Board to mark the important points in the topic Power point presentation related to Consumer Protection Act 1986	<ul style="list-style-type: none"> - Reflective Discussion - Random Questioning - Brain storming - Concept Formation 	<ul style="list-style-type: none"> - Chart making; - Role play 	Assignment in the in the last 20min of the period and checking it to give a feedback and get a feedback - Oral test	To be tested in Pre-Boards

	redressal agencies.	<p>consumer Org and NGO;</p> <ul style="list-style-type: none"> - the students get to know about an act which is meant to protect the consumer from the clutches of fraud producers; - The students as upcoming businessmen get to know about the long term interest of being aware about the C.P.A and the responsibilities towards society with moral/ethical justifications. 				<ul style="list-style-type: none"> - Open book test - Discussion related to the Consumer Protection Act 1986 	
--	---------------------	---	--	--	--	--	--