

St. Xaviers School



Syllabus and Lesson Planner

Class	X	Syllabus		
Subject	COMMERCIAL APPLICATIONS			
Ch. No.	Name of Chapter	Topic	Month	Week
1	Basics of markets and marketing	Definitions of markets and marketing, objectives, functions and importance of marketing. non-traditional marketing. Difference between a product and a service.	March & April	3
2	Marketing Mix	Meaning, element of marketing mix, product life cycle, pricing strategies such as skimming, penetration, parity cost-plus, place-distribution channels, promotional strategies, concept of advertising, direct selling, publicity.	April, May & June	5
3	Advertising and Brand promotion	Definition, concept and types of advertising, Definitions of brand, how to bring about brand promotion.	June & July	3
4	Sales promotion	sales and the selling process, including the difference between marketing and sales, qualities of a good salesman.	July	2
5	Basics of finance	Elementary understanding of General Accepted Accounting Principles (GAAP). GAAP to be explained- Entity concept, duality concept, matching concept, money- measurement concept, going concern concept.	Aug	4
6	Principles of financial Accounting and Reporting.	Receipt and payment account, income and expenditure account, balance sheet. Concept of balance sheet.	Sept	1
7	Banking	Meaning, function of the central bank and commercial banks, types of accounts and banking transactions.	Sept	1
8	Fundamental concept of cost	Fundamental concept of cost (direct, variable etc). Classification of cost according to nature (direct and indirect), behaviour(variable, fixed and semi-fixed).	Oct	2
9	Understanding of Human Resources	Importance of human resource in a commercial organisation. Role and functions of human resources. Definitions, types and methods of recruitment, selection and training.	Oct & Nov	3
10	Development of public Relations	Meaning, nature, scope of public relations. Elements of public relations - definition, nature and importance. History of public relations and present status. Ethics in public relations.	Nov	1
11	Issues of environment	Destruction of eco system due to industrialization, dwelling of business units, transport, tourism and mining. Excessive consumption of minerals, raw materials and other non-renewable resources. Energy crisis. Environmental values and ethics. consumer education, effects of pollution on environment, human, health.	Nov	1
12	Community participation for ecological restoration and conservation	community participation and public awareness programmes for ecological restoration and conservation like the chipco Andolan (movement).	Dec & Revision	1