

CLASS X

Chapter 2	Chapter 3	Chapter 4
Understanding Business Activity	People in Business	Marketing
Business activity	Motivating workers	Marketing Research
Classification of Business	Organisation and Management	Marketing mix, product and place
Types of Business organization	Recruitment, Selection and Training of workers	Marketing mix : Place and promotion
Business objectives and stakeholder objectives		

CLASS XI

Chapter 1	Chapter 2	Chapter 3
Business activity	<ul style="list-style-type: none"> •Motivating workers 	<ul style="list-style-type: none"> • Marketing, competition and the customer
<ul style="list-style-type: none"> •Classification of businesses 	<ul style="list-style-type: none"> • Organization and management 	<ul style="list-style-type: none"> •Market research
<ul style="list-style-type: none"> •Enterprise, business growth and size 	<ul style="list-style-type: none"> •Recruitment, selection and training of workers 	<ul style="list-style-type: none"> •Marketing mix
<ul style="list-style-type: none"> •Types of business organization 	<ul style="list-style-type: none"> •Internal and external communication 	<ul style="list-style-type: none"> •Marketing strategy
<ul style="list-style-type: none"> •Business objectives and stakeholder objectives 		

CLASS XII

Chapter 2	Chapter 3	Chapter 4	Chapter 5
<ul style="list-style-type: none"> • Management and leadership • Motivation • Human resource management 	What is marketing? <ul style="list-style-type: none"> • Market research • The marketing mix 	The nature of operations <ul style="list-style-type: none"> • Operations planning • Inventory management 	The need for business finance <ul style="list-style-type: none"> • Sources of finance • Costs Accounting fundamentals <ul style="list-style-type: none"> • Forecasting cash flows and managing working capital