

Secondary Education Curriculum

2076

Business Studies

Grades: 11 and 12

Subject code: Bus. 215 (Grade 11), Bus. 216 (Grade 12)

Credit hrs: 5

Working hrs: 160

1. Introduction

Business Studies is a broad subject in the social sciences, allowing the in-depth study of a range of specialties such as accountancy, finance, organisation, human resource management and marketing. To serve the same, the curriculum of this subject for Grades 11 and 12 has been prepared in line with the National Curriculum Framework-2076 to prepare the students for job market and for higher studies.

The main thrust of the course is to provide knowledge and skills to the students about management and its functions related to business. Establishing a proper linkage with the fundamental orientation of the attributes of Business Studies, this course also aims to impart in-depth knowledge so as to equip the students with workable tools and techniques of the management that ensures growth, success and sustainability of the business. Besides, the course aims to impart adequate knowledge and skills in drafting business letters. The curriculum also addresses some emerging issues of management. The value addition of this course is to prepare and enable the students in formulating business plans. The content of the business studies of Grade 11 and 12, thus, is a blend of theory and practice of different aspects of business management.

The curriculum includes the level-wise competencies, grade-wise learning outcomes, scope and sequence of contents along with the working hours, learning facilitation process, some suggested project activities and student assessment process.

2. Level-wise Competencies

By the end of the grade 12, the students will have the following competencies.

1. Explain the foundational knowledge of business, including principles and practices of business management.
2. Identify the ground realities on the operational aspects of business.
3. Describe key functional areas of business management.
4. Identify key management functions of a business organisation.
5. Demonstrate necessary skills to carry out business and office operations independently.
6. Develop creative behavior to implement noble ideas on business.
7. Draft business letters.
8. Prepare a business plan.

3. Grade-wise Learning Outcomes

Grade 11

S. N.	Content Area	Learning Outcomes
1	Introduction to Business	1.1 Elaborate the idea of business. 1.2 Identify the dimensions, objectives, and functions of business. 1.3 Identify environmental aspects of business. 1.4 Justify that business as an integral part of human activity.
2	Business Idea Generation	2.1 Define creativity and innovation, and identify the basics of creative behavior. 2.2 Describe existing product, government policies, research and development and business actors network. 2.3 Differentiate between divergence and convergence in Businesses. 2.4 Identify the ways of spotting problems and prospects in business. 2.5 Identify and use the tools and techniques of generating new business ideas.
3	Resource Mobilization	3.1 Identify and describe major resources required to start up a business. 3.2 Identify and use different types of financial, physical, human and informational resources required in a business.
4	Forms of Business Ownership	4.1 Identify and characterise different forms of business organizations based on ownership. 4.2 Describe the influencing factors in choosing the business firm.
5	Business Ethics and Social Responsibility	5.1 Introduce business ethics and identify ethical principles for business. 5.2 Describe social responsibility of business and identify the areas of social responsibility.
6	Risk and Insurance	6.1 Describe the concepts of business risk and insurance. 6.2 Explain the roles and principles of insurance in business. 6.3 Identify the essentials of insurance contract. 6.4 Differentiate between different types of insurance.

7	Taxation	7.1 Introduce tax in business. 7.2 Define and calculate direct tax & indirect tax. 7.3 Register PAN as per its procedure.
8	Office Management	8.1 Describe the meaning, functions and importance of office management. 8.2 Explain the meaning and importance of record management. 8.3 Identify the principles of information management. 8.4 Use computers in record management. 8.5 Describe meaning, purpose, types and qualities of filing and indexing.

Grade 12

S. N.	Content Area	Learning Outcomes
1	Nature of Management	1.1 Describe meaning, essentials and nature of management. 1.2 Describe management as science, art and profession. 1.3 Describe key management functions. 1.4 Identify various levels of management.
2	Classical Management Perspective	2.1 Identify and explain principles and limitations of classical management theories. 2.2 Identify and explain the principles and limitations of administrative management theory.
3	Planning and Decision Making	3.1 Describe the meaning, rationale and process of planning. 3.2 Identify benefits and pitfalls of planning. 3.3 Describe various types of plans. 3.4 Describe meaning, importance, types of managerial decisions and process of decision making. 3.5 Identify and use different decision making conditions.
4	Organizing	4.1 Describe meaning, principles and process of organizing. 4.2 Identify meanings and bases of departmentalization. 4.3 Describe the various types of organizational structure. 4.4 Explain authority, responsibility and accountability as

		drivers of organizing. 4.5 Define delegation of authority and identify challenges for effective delegation of authority. 4.6 Describe the guidelines for effective delegation of authority. 4.7 Describe the meaning of centralization and centralization and make arguments for and against centralization and decentralization. 4.8 Differentiate between delegation and decentralization of authority.
5	Leading	5.1 Describe meaning and importance of leading. 5.2 Identify qualities of leadership and describe the roles of manager as a leader. 5.3 Differentiate between autocratic and democratic leadership.
6	Controlling	6.1 Explain meaning and importance of controlling. 6.2 Differentiate among pre-control, concurrent control and post-control. 6.3 Explain the process of control. 6.4 Identify and describe the attributes of effective control.
7	Other Management Functions	7.1 Describe meaning and importance of motivation. 7.2 Identify and explain various techniques of motivation. 7.3 Explain the basic features of Maslow's theory of hierarchy of needs and Herzberg's dual factor theory of motivation. 7.4 Describe meaning of supervision and justify its rationale. 7.5 Identify the roles of supervision in production and productivity. 7.6 Identify and describe the factors influencing supervision. 7.7 Describe the meaning and importance of communication. 7.8 Describe the essentials of effective communication. 7.9 Identify and explain the types of communication. 7.10 State the barriers to effective communication and identify the ways to overcome them.

8	Contemporary Issues on Management	8.1 Describe meaning, sources and types of conflict management. 8.2 Explain meaning and importance of talent management. 8.3 Define quality management and identify its components. 8.4 Describe the meaning and importance of supply chain management. 8.5 Explain the nature, roles, and business succession in family business.
9	Business Letter Writing	9.1 Explain the meaning and importance of business Letter. 9.2 Identify the structure and qualities of business letters. 9.3 Prepare various business letters including enquiry, order, conformation, complaint and job application letter.
10	Business Plan	10.1 Introduce business plan. 10.2 Describe the significance of business plan. 10.3 Identify the contents of business plan. 10.4 Formulate a business plan.

4. Scope and Sequence of Contents

Grade 11

S. N.	Content Area	Elaboration of Contents	Working hours
1	Introduction to Business	1.1 Business: an important human activity 1.2 Dimensions of business: service and commerce 1.3 Objectives of business 1.4 Functions of business 1.5 Business environment: meaning and components	10
2	Business Idea	2.1 Introduction to creativity and innovation 2.2 Basics of creative behaviour 2.3 Sources of business ideas: existing product, government policies, research and development, business actors network (buyers, suppliers, channel members and consultants)	8

3	Resource Mobilization	3.1 Major resources: financial, physical, human and informational 3.2 Financial resources: equity and debt capital, fixed and working capital, venture capital, mutual fund 3.3 Physical resources (land and building, machinery and parts, furniture and fixtures) 3.4 Human resources (recruitment, selection and retention) 3.5 Informational resources (intranet, extranet and internet)	15
4	Forms of Business Ownership	4.1 Introduction to common forms of business organizations ○ 4.2 Forms of business ownership a) Sole Trading Concern ▪ Introduction to sole trading concern ▪ Features of sole trading concern ▪ Reasons for starting sole trading concern ▪ Procedure of registration and renewals of sole trading concern in Nepal b) Partnership Firm ▪ Introduction to partnership firm ▪ Features of partnership firm ▪ Difference between sole trading concern and partnership firm ▪ Reasons for starting partnership business ▪ Challenges of partnership business ▪ Partnership deed and its contents ▪ Right and duties of partners ▪ Procedure of registration and renewal of partnership form in Nepal ▪ Modes of dissolution of partnership form in Nepal c) Company ▪ Introduction to public and private company ▪ of company business ▪ Features of company business ▪ Reasons for starting company business	48

		▪ Challenges to company business ▪ Registration process of a company in Nepal ▪ Main documents of company in Nepal: memorandum of association, articles of association, prospectus, certificate of incorporation, certificate of commencement ▪ Company meetings ▪ Procedure of winding-up of a company d) Co-operatives ▪ Introduction to co-operative organizations in Nepal ▪ Features of co-operative organizations ▪ Common forms of co-operative organizations ▪ Procedure of registration and renewal of co-operatives in Nepal ▪ Role of co-operatives in economic development of Nepal e) Other Forms of Ownership ▪ Public enterprises: concept, features and roles ▪ Multinational company: concept, features and roles 4.3 Factors influencing the choice of the form	
5	Business Ethics and Social Responsibility	5.1 Introduction to business ethics 5.2 Ethical principles for business 5.3 Introduction to social responsibility of business 5.4 Areas of social responsibility	9
6	Risk and Insurance	6.1 Introduction to business risk 6.2 Role of insurance in business 6.3 General principles of insurance 6.4 Different types of insurance 6.5 Essentials of insurance contract	10
7	Taxation	7.1 Introduction to tax in business 7.2 Types of tax: direct tax & indirect tax 7.3 PAN: concept, registration process in Nepal	8
8	Office Management	8.1 Office: meaning, functions and importance 8.2 Information management: meaning and	12

		importance 8.3 Principles of information management 8.4 Role of computer applications in record management 8.5 Filing: meaning, purpose, types, management of electronic file 8.6 Indexing: meaning, purpose, types, management of electronic index	
Total			120

Grade 12

S. N.	Content Area	Elaboration of Contents	Working Hours
1	Nature of Management	1.1 Management: meaning and essentials 1.2 Management as science, art and profession 1.3 Key management functions: planning, organizing, leading and controlling 1.4 Levels of management	12
2	Classical Management Perspective	2.1 Scientific management: principles and limitations 2.2 Administrative management: principles and limitations	8
3	Planning and Decision Making	3.1 Planning: Concept and rationale 3.1 Process of planning 3.2 Benefits and pitfalls of planning 3.3 Types of plans 3.4 Decision making: meaning and importance 3.5 Types of managerial decisions 3.6 Decision making conditions: certainty, risk and uncertainty 3.7 Decision making process	15
4	Organizing	4.1 Organizing: concept and principles 4.2 Organizing process 4.3 Departmentalization: meanings and bases 4.4 Types of organizational structure: simple, functional, divisional, matrix and committee	25

		4.5 Drivers of organizing: authority, responsibility and accountability 4.6 Centralization and decentralization 4.7 Arguments for and against centralization and Decentralization 4.8 Guidelines for effective delegation of authority 4.9 Challenges for effective delegation of authority 4.10 Differences between delegation and decentralization of authority	
5	Leading	5.1 Leading: meaning and importance 5.2 Role of manager as a leader 5.3 Leadership qualities 5.4 Leadership styles: autocratic, democratic and laissez faire	8
6	Controlling	6.1 Controlling: meaning and importance 6.2 Process of control: Pre-control, concurrent control and post-control 6.3 Essentials of effective control	6
7	Other Management Functions	7.1 Motivation: meaning and importance 7.2 Techniques of motivation 7.3 Theories of motivation: • Maslow's Theory of Hierarchy of Needs • Herzberg's Dual Factors Theory 7.4 Supervision: meaning and role 7.5 Factors influencing supervision 7.6 Communication: meaning and importance 7.7 Essentials of effective communication 7.8 Types of communication: horizontal, vertical and diagonal 7.9 Barriers to effective communication	22

8	Contemporary Issues on Management	8.1 Conflict management: meaning, sources and level 8.2 Talent management: meaning and importance 8.3 Quality management: meaning and components 8.4 Supply chain management: meaning and importance 8.5 Family business management: nature, roles	16
9	Business Letter Writing	9.1 Business letter: meaning and uses 9.2 Structure of business letters 9.3 Qualities of business letters 9.4 Drafting of business letters: enquiry, order, confirmation, complaint and job application letter	15
10	Business Plan	9.5 Introduction to business plan 9.6 Significance of business plan 9.7 Contents of business plan 9.8 Formulation of business plan	8
Total			120

5. Suggested Practical/Project Activities

Grade 11			
S. N.	Content Area	Suggested activities	Working Hours
1	1-2 (After the second content area)	Make a visit to an entrepreneur of your locality or any other place of convenience and write his/her story.	10
4	3-4 (After the fourth content area)	The school shall organize a field visit for students to a convenient business enterprise/office in its locality. Students conduct a brief survey identifying their forms of ownership/establishment, problems and other important aspects with justification.	10
5	5 (After the fifth content area)	Students prepare a write-up which includes suitable examples of at least one business organization of their locality meeting the social responsibilities, ethical aspects and risk factors of a	10

		business	
8	6-8 (After the eighth content area)	Students visit a nearby enterprise/office to prepare an observational report on different facets of record management with reference to filing and indexing.	10
Total			40
Grade 12			
S. N.	Content Area	Suggested activities	Working Hours
1	1-4 (After the fourth content area)	Students visit some of the organizations of their locality and cite the case of at least one suitable organization with organizing processes.	10
4	5-7 (After the seventh content area)	The school shall organize a field visit for the students to a convenient organization of its locality. During the visit, students shall discuss with employees and the managers regarding motivational practices and write a report including the description of appropriate motivational tools and their impacts on the organizational performance.	10
5	8 (After the eighth content area)	Students prepare a write up, which deals with the understanding of any one contemporary management issue faced by Nepali managers. The paper should include the manager's opinion regarding applicability, likely benefits and possible challenges.	10
8	9-10 (After the tenth content area)	Students prepare a business plan in order to translate their business idea into reality.	10
Total			40

Notes

The write up should be presented in the class and the updated paper will be kept in the exercise book for practical examinations. With reference to industrial visit (Unit 4), the field visit report should be prepared by the students-individually or in-group as per the instruction of the teacher. The length of the write up in practicum shall not be less than 800 words in standard A4 size paper. (Grade 11)

The write up should be presented in class and the updated paper will be kept in the exercise book for practical examinations. With reference to industrial visit (Unit 7), the field visit report must be prepared by the students – individually or in group – as per the decision of the concerned faculty member. The length of the write up in practicum shall not be less than 800 words written in standard A4 size paper. (Grade 12)

6. Learning facilitation method and process

The teacher will use a variety of student centered methods and strategies so that the students will develop the habit of independent learning. Besides other subject specific methods, the following and methods and techniques could be employed in delivering the course.

- Group work and individual work
- Role play
- Assignments and presentation
- Field visit and report writing
- Report presentation
- Discussion
- Lectures

Application of the teaching method may include one or a combination of more than one methods.

7. Student Assessment

Assessment is an important aspect of teaching learning process which will both serve the purposes of assessment for learning and assessment of learning. Both formative and summative evaluation will be carried out to measure the students' learning. Formative assessment is mainly to bring improvement in students' learning and it is to be carried out on continuous basis. The following strategies are to be utilized for the formative assessment.

- Assessment of students' everyday learning through appropriate technique like question answer, home work
- Presentation of assignments by the students
- Students' participation in discussions
- Project work completion
- Weekly, Monthly and trimester tests

Summative assessment will be carried out through internal and external evaluation.

A. Internal Evaluation

Student's knowledge, skills and competencies will be measured through internal evaluation in both the Grades 11 and 12. The internal evaluation carries 25 percent of weightage for final evaluation of student achievement. The following table shows the criteria for the internal evaluation:

S. N.	Criteria	Marks
1	Classroom participation (Daily attendance, home assignment and classwork, participation in learning, participation in other activities)	3
2	Trimester exam (3 marks from each trimester exam)	6
3	Project work, project report and presentation	16
	Total	25

B. External Evaluation

External evaluation of the students will be based on the written examination. It carries 75 percent of the total weightage. The types and number questions will be as per the test specification chart developed by the Curriculum Development Centre.