

SYLLABUS 2020-2021

CLASS: 12

SUBJECT: COMMERCE

UNIT	CONTENT
UNIT-I	Entire Chapter
1. Principles of Management	
2. Functions of Management	Entire Chapter
UNIT-II	Entire Chapter
4. Financial Market	
5. Capital Market	5.01 Meaning and Definition of capital Market 5.02 Characteristics of Capital Market 5.03 Kinds of Capital Market
6. Money Market	Entire Chapter
UNIT-III	
7. Stock Exchange	7.01 Origin, Meaning, Definition of Stock Exchange 7.02 Function of stock exchange 7.03 Features of Stock Exchange 7.04 Benefits & Limitations 7.05 Stock Exchange in India 7.06 Types of Speculators
UNIT-IV	Entire Chapter
9. Fundamentals of HRM	
10. Recruitment Methods	Entire Chapter
11. Employees Selection Process	11.01 Meaning & Definition of Employee selection process 11.02 Steps in Employee selection process 11.03 Factors influencing selection process, importance 11.04 Importance of Selection Process

UNIT- V 13. Elements of Marketing	13.01 Meaning and Definition of Market 13.02 Need for Market 13.03 Classification of Markets 13.04 Meaning and Definition of Marketer 13.05 What can be marketed?
14. Marketing and Marketing Mix	14.01 Introduction to Marketing 14.02 Evaluation of Marketing 14.03 Marketing Concept 14.04 Definition of Marketing 14.05 Objectives of Marketing 14.06 Importance of Marketing
15. Recent Trends in Marketing	15.01 Recent Trends in Marketing 15.02 E-Marketing 15.09 Niche Marketing 15.10 Viral Marketing 15.11 Ambush Marketing 15.12 Guerrilla Marketing
UNIT- VI 16. Consumerism	Entire Chapter
17. Rights, Duties, & Responsibilities of Consumers	Entire Chapter
18. Grievance Redressal Mechanism	18.01 Grievance and Need for Redressal Mechanism 18.02 Consumer Councils 18.03 Three Tier Courts or Quasi Judiciary
UNIT- VII 20. Liberalization, Privatization and Globalization	Entire Chapter
UNIT- VIII 21. The Sale of Goods Act 1930	Entire Chapter
22. The Negotiable Instrument Act 1881	22.01 Negotiable Instrument- Meaning, Characteristics, Assumption 22.02 Negotiability and Assignability

UNIT- IX	Entire Chapter
23. Elements of Entrepreneurship	
25. Government Schemes for Entrepreneurial Development	Entire Chapter
UNIT- X	Entire Chapter
26. Companies Act 2013	
27. Company Management	27.01 Meaning and Definition of Directors 27.02 Key - Managerial Personnel of a Company 27.03 Board of Directors 27.04 Types of Directors as per Companies Act 2013 27.05 Number of Directors Required 27.06 Legal position of Director 27.12 Powers of Director 27.13 Right of Directors 27.14 Duties of Director 27.15 Liabilities of Director
28. Company Secretary	28.01 Company Secretary 28.02 Qualifications of Company Secretary 28.07 Company Meetings 28.08 Kinds of Company Meeting 28.09 Resolution 28.10 Voting 28.11 Procedures of voting