

Subject: Business Studies 2019-2020
 Scheme of work/Term wise syllabus breakup
 Class Level: 10

First term		Section 3 Marketing	
Unit	Topic	Objectives	Week
Revision	Revision	Revise all connecting concepts to begin the new syllabus content	• 1
Section 3: Marketing	<ul style="list-style-type: none">Marketing, Competition and the customersMarket ResearchMarketing Mix: ProductMarketing Mix: PriceMarketing Mix: PromotionMarketing Mix: Place	Candidates should be able to :	• 2
		Identify customer needs, and understand how and why it is important for businesses to satisfy the needs of both existing	• 3
		Develop the understanding of methods of pricing and how changing price will affect business.	• 3
		Develop the understanding of how promotion is essential in marketing mix	• 6
Month December 2019			
	Midyear Exam		
Second Term		Section 4:Operations management	
Unit	Topic	Objectives	Week

Term Overview	Revision	Revise all connecting concepts to begin the new syllabus content	<ul style="list-style-type: none"> • 1
Section 4:Operations management	Market Strategy Production of goods and services Achieving Quality production Location decisions	Candidates should be able to: Demonstrate knowledge of production, methods and productivity. b. recommend and justify use of different methods recommend and justify use of different methods Identify and classify costs and use cost data to help make simple cost- based decisions Identify and explain the main factors influencing the location and relocation decisions of a business, Recommend and justify an appropriate location for business in given circumstances	<ul style="list-style-type: none"> • 3 • 3 • 5 • 4
Revision	All topics covered		