**The City School
North Nazimabad Boys Campus**

**Date: 16-09-2017
Subject: Business Studies
Class: 11
Teacher: Shahrukh Siddiqui**

**Grade 11 Business Studies Syllabus 1st Term:**

|  |  |
| --- | --- |
| **S.NO** |  **TOPIC** |
| **1** | Marketing mix product, importance of product, branding, packaging, product lifecycle. |
| **2** | Marketing mix price, role of demand & supply and PED |
| **3** | Marketing mix promotion, role of promotion, advertizing. |
| **4** | Marketing mix place, distribution channel, methods |
| **5** | Marketing strategy, target market, legal control over marketing, entering new market |
| **6** | Govt. economic objectives and policies |
| **7** | Environmental & ethical issues, social responsibility, externality, pressure group & ethical decisions. |
| **8** | Business & international community, globalization, MNC’s, protectionism. |