

+1 COMMERCE (XI STANDARD)

Unit & number	Expected Learning Outcomes	Content	Transactional Strategy Activity	Teaching Aids to be used	No. Of Periods
1. Introduction	Understands the meaning of barter system. Knows about the term 'commerce' and definition of commerce. Distinguish trade from Industry and business Analyses the different types of hindrances of Commerce/Trade.	1.1. Meaning and Barter system 1.2. Definition of Commerce 1.3. Trade-Industry-Business 1.4. Hindrances of Trade 1.5. Branches of Commerce	To be explained with the help of simple examples. To be explained the definition of commerce. To be explained the various hindrances of trade- Personal, Place, Time, Risk and Finance and explain the removal of such hindrances. To be described the branches of commerce with the help of chart.	Black board chart showing the different hindrances of commerce Chart showing the branches of commerce	10
2. Internal trade small scale retail organisation	Knows about the meaning of home trade with examples. Analyses the meaning of wholesaler trade and retail trade and the services of wholesaler and retailer. Knows the various types of small scale retail organisation will diagram and chart	2.1 Home trade 2.2 Wholesale and retail trade 2.3 Middle men 2.4 Types of small retail organisation 2.4.1 Street stalls 2.4.2 Second hand good dealers 2.4.3 General Stores 2.4.4 Specialty shops	To be explained the meaning of Home Trade and its kinds. To be explained the meaning of wholesale and retail trade with examples. Services of wholesale and retailer. To be explained the various types of small scale retail organisation and its importance.	Charts, Black Board.	20
3. Internal trade Large Scale retail organisation	Understands the meaning and definition of Departmental Stores. Understands the meaning and definition of multiple shops and its merits and demerits. Knows about the differences of Hire Purchase and Instalment system.	3.1 Types of Large Scale retail organisation 3.1.1. Departmental Stores – Merits – Demerits 3.1.2. Multiple shops – meaning- Definition 3.1.3. Hire Purchase and Instalment system 3.1.4. Recent developments- Tele shopping Web-marketing e-commerce	To be explained the meanings of Departmental stores with merits and demerits To be explained the meaning of multiple shops with merits and demerits. Distinguishes the terms Hire Purchase and Instalment system and its features. To be explained the recent trend and benefits of Teleshopping, web	Charts, Computers.	20

	Understands the meaning of Tele-shopping, web marketing, and e-commerce.		marketing and e-commerce.		
4. International Trade	<p>Understands the meaning of International Trade and its necessity</p> <p>Understands the advantages and disadvantages of international trade.</p> <p>Distinguish the term internal trade and international trade.</p> <p>Knows the meaning of Import, Export & entrepot trade.</p> <p>Understands the services of various Agents involved in Import and export trade.</p> <p>Knows the meaning of globalisation and multinational companies</p>	<p>4.1 International Trade-Meaning-Need.</p> <p>4.2 Merits and Demerits</p> <p>4.3 Differences between Home Trade and Foreign Trade</p> <p>4.4 Types Foreign Trade-Import, Export, entrepot trade</p> <p>4.5 Intermediaries involved in Import trade.</p> <p>1. Indent House</p> <p>2. Clearing Agents</p> <p>Export Trade</p> <p>1. Commission Agents</p> <p>2. Whole export merchant</p> <p>4.6 Brief explanation of globalisation-multinational company.</p>	<p>To be explained the meaning of International Trade and its merits and demerits with examples</p> <p>To be discussed the differences between Home Trade and Foreign trade and its contents.</p> <p>To be explained the meaning of different types of international trade.</p> <p>To be discussed the agents involved in Import and Export trade.</p> <p>Knows the meaning of Multinational company</p>	<p>Charts, Black Board.</p> <p>Chart</p>	20
5. Transport	<p>Understands the meaning of Transport.</p> <p>Analyses the importance of Transport</p> <p>Knows the various functions in detail</p> <p>Explains the various types of Transport</p> <p>Understands the meaning of liners, Tramps, Container. Ship, tankers, bulk carrier.</p>	<p>5.1 Meaning of Transport</p> <p>5.2. Importance of Transport</p> <p>5.3 Functions of Transport</p> <p>5.4 Types of Transport</p> <p>5.4.1 Land-road transport- tramways- railways.</p> <p>5.4.2 Inland water ways</p> <p>5.4.3 Ocean transport – liners –tramps – containership- tankers - bulk carriers.</p> <p>5.4.4 Air transport – merits</p> <p>5.5 Documents involved in Transport – waybill – railway receipt</p>	<p>Explain the meaning of Transport</p> <p>To be explained the importance of transport.</p> <p>Discuss the various functions of transport</p> <p>Discuss the various types of transport.</p> <p>Explain the important of documents involved transport</p> <p>Analyses the role of containerization.</p> <p>Distinguish private carrier</p>	<p>Black board chart showing the functions of transport pictures.</p>	15

	Explain the meaning of Air transport and its merits.	5.6 Containerisation – private & Public carrier.	and public carrier		
6 Warehousing	<p>Understands the meaning of warehousing and its importance.</p> <p>Knows the functions of warehousing in detail.</p> <p>Distinguishes the term private, public and bonded warehouse.</p> <p>Knows the documents involved in warehouse and the meaning of each document.</p>	<p>6.1 Need of warehousing.</p> <p>6.2 Meaning of warehouse and warehousing</p> <p>6.3 Functions of warehousing</p> <p>6.4 Kinds of warehouses a) Private b) Public c) Bonded- advantages</p> <p>6.5 Warehousing – documents –warehouse warrant -Dock warrant - Delivery order – warehouse keepers receipt – Dock receipt.</p> <p>6.6 Warehousing in India and in Tamil Nadu.</p>	<p>To be explained the meaning of warehouse and warehousing.</p> <p>To be discussed the different types of warehouses</p> <p>To be explained the various documents and its meaning</p>	Black board. Charts.	10
7. Banking	<p>Understands the meaning of Bank. Understands the different kinds of bank.</p> <p>Appreciates the functions of commercial banks. Knows the meaning of co-operative banks.</p> <p>Describes the functions of Reserve Bank of India</p> <p>Knows the importance of Internet Banking &EFT.</p> <p>Understands the definition of cheque</p> <p>Understands the special features of cheque.</p> <p>Knows the meaning MICR cheque.</p> <p>Knows the meaning and different types of crossing</p> <p>Analyses the reasons for</p>	<p>7.1 Need for banking</p> <p>7.2 Meaning of banks</p> <p>7.3 Kinds of banks a) Central bank b) Commercial banks</p> <p>7.4 Functions of commercial banks</p> <p>7.5 Co-operative banks</p> <p>7.6 Indigenous bankers</p> <p>7.7 Reserve bank of India- functions</p> <p>7.8 Brief introduction about Internet banking and EFT (Electronic Funds Transfer)</p> <p>7.9 Cheque-Definition</p> <p>7.10 Features</p> <p>7.11 MICR cheque</p> <p>7.12 Crossing- Kinds</p> <p>7.13 Endorsement – Meaning</p> <p>7.14 Kinds of endorsement</p> <p>7.15 Dishonour of cheque - reasons</p>	<p>To be explained the meaning of bank</p> <p>Definition of Herbert Heart and banking regulation act.</p> <p>To be described the various functions of commercial banks.</p> <p>To be explained the meaning of Co-operative banks and the importance of indigenous bankers.</p> <p>Knows the functions of RBI & recent trends.</p> <p>To be explained the definition and features of cheque</p> <p>To be discussed the various types of crossing & endorsement.</p> <p>To be explained the various reasons for dishonor of a cheque.</p>	Black board, Chart, specimen copies of 1. Cheque 2. Demand draft 3. Pass book 4. Withdraw l slip etc.	20

	dishonor of cheque				
8. Insurance	<p>Explain the meaning of Insurance. Analyses its importances. Distinguishes the terms of insurance and assurance. Explain in detail the principles of insurance Analyses the various types of insurance and its importances and the meaning of surrender value and nomination Discuss the role of privatization of insurance, Need and its benefits.</p>	<p>8.1 Necessity for Insurance 8.2 Meaning of Insurance 8.3 Insurance –assurance differences 8.4 Principles of insurance 8.5 Forms of insurance 8.5.1 Fire insurance 8.5.2 Life insurance 8.5.2.1 Kinds of life policies 8.5.3 Marine insurance 8.5.4 Burglary insurance 8.5.5 Mediclaim policy 8.6 Surrender value and nomination 8.7 Privatisation of insurance meaning 8.7.1 Need and benefits</p>	<p>To be explained the necessity of insurance and the principles of insurance</p> <p>To be discussed the various forms of insurance i.e. life, fire and marine and the various policies, importance or surrender value and nomination</p> <p>To be explained the meaning of privatization and the benefits of privatisation</p>	<p>Black board, Chart. Specimen forms of various kinds of policies. Pictures, Album.</p>	20
9. Advertising	<p>Understands the meaning of advertising And the merits and demerits.</p> <p>Discuss the various media of advertising and its importance. Knows the meaning of web advertising and its role.</p>	<p>9.1 Meaning of advertising 9.2 Objectives of advertising 9.3 Merits and demerits 9.4 Media of advertising 9.4.1 Press, newspaper, magazines, journals, radio & T.V. 9.4.2 Outdoor advertising 9.4.2.1 Film, Window display 9.5 Web advertising – or Internet advertising.</p>	<p>To be explained the meaning and definition of advertising.</p> <p>To be discussed the merits and demerits of advertising and the various media of advertising and merits & demerits of each media of advertising</p> <p>To be discussed the meaning of web advertising and its importance.</p>	<p>Black board, Chalk, Charts, Pictures, Albums, Models</p> <p>, Notices, Samples,</p>	15
10. Salesmanship and consumerism	<p>Understands the meaning of salesmanship and the importances of salesmanship</p> <p>Understands the meaning of consumerism and the consumer exploitation with examples</p> <p>Understands the rights and duties of consumer and the procedure for making complaint.</p> <p>Discuss the various</p>	<p>10.1 Meaning of salesmanship 10.2 Definition 10.3 Importances of salesmanship 10.4 Consumerism - meaning 10.5 Consumers exploitation- with examples 10.6 Procedure for making complaint 10.7 Rights and duties a) Mahatma Gandhi b) Kennedy 10.8 Consumer protection Councils- National State District.</p>	<p>To be explained the meaning of salesmanship and the benefits of salesmanship</p> <p>To be explained the meaning of consumerism and exploitation and the various procedure for making complaint and steps followed.</p> <p>To be discussed the various levels of consumer council and the Govt. role in protecting consumers interest.</p>	<p>Black board, Picture, Chalk, Album, Chart</p>	20

	types of consumer council and the role of Govt. in protecting consumers interest.	10.9 Role of Govt. in protecting the interest of Consumer			
				Total	170