

4. Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skill subject along with general education subjects.

Theory	60 marks
Practical	40 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class XI is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills – III	13	10
	Unit 2: Self-management Skills - III	09	
	Unit 3: Information and Communication Technology Skills - III	06	
	Unit 4: Entrepreneurial Skills - III	16	
	Unit 5: Green Skills - III	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Introduction to Marketing	20	10
	Unit 2: Marketing Environment	20	10
	Unit 3: Marketing Segmentation, Targeting & Positioning	30	10
	Unit 4: Fundamentals of Marketing Mix	20	10
	Unit 5: Consumer Behavior	30	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	220	100

Part B: Vocational Skill

S.No	Unit	Session
1.	Introduction to Marketing	<ul style="list-style-type: none">• Meaning, Nature, Objectives, Scope & Importance of Marketing.• Difference between Marketing & Selling.• Marketing Philosophies.
2.	Marketing Environment	<ul style="list-style-type: none">• Meaning and Importance.• Macro Environment Factors.• Micro Environment Factors
3.	Marketing Segmentation, Targeting & Positioning	<ul style="list-style-type: none">• Meaning & Importance of Segmentation.• Bases of Market Segmentation.• Meaning and Need for Targeting.• Types of Targeting.• Meaning & Need for Positioning.• Positioning Strategies.
4.	Fundamentals of Marketing Mix	<ul style="list-style-type: none">• Meaning and Importance of Marketing Mix.• Marketing Mix Components — Service Sector & Consumer Goods
5.	Consumer Behaviour	<ul style="list-style-type: none">• Meaning and Importance of Consumer Behaviour.• Factors Affecting Consumer Buying Behaviour.• Roles of Buying Behaviour.• Stages of Buying Behaviour.

Part - A

Unit 1: Communication Skills

- Session 1:** Introduction to Communication
- Session 2:** Verbal Communication
- Session 3:** Non-verbal Communication
- Session 4:** Pronunciation Basics
- Session 5:** Communication Styles — Assertiveness
- Session 6:** Saying No — Refusal Skills
- Session 7:** Writing Skills — Parts of Speech
- Session 8:** Writing Skills — Sentences
- Session 9:** Greetings and Introduction
- Session 10:** Talking about Self
- Session 11:** Asking Questions
- Session 12:** Talking about Family
- Session 13:** Describing Habits and Routines
- Session 14:** Asking for Directions

Unit 2: Self-management Skills

- Session 1:** Strength and Weakness Analysis
- Session 2:** Grooming
- Session 3:** Personal Hygiene
- Session 4:** Team Work
- Session 5:** Networking Skills
- Session 6:** Self-motivation
- Session 7:** Goal Setting
- Session 8:** Time Management

Unit 3: Information and Communication Technology Skills

- Session 1:** Introduction to ICT
- Session 2:** Basic Interface of Libre Office Writer
- Session 3:** Saving, Closing, Opening and Printing Document
- Session 4:** Formatting Text in a Word Document
- Session 5:** Checking Spelling and Grammar
- Session 6:** Inserting Lists, Tables, Pictures, and Shapes
- Session 7:** Header, Footer and Page Number
- Session 8:** Tracking Changes in LibreOffice Writer

Unit 4: Entrepreneurship Skills

- Session 1:** Introduction to Entrepreneurship
- Session 2:** Values of an Entrepreneur

Session 3: Attitude of an Entrepreneur

Session 4: Thinking Like an Entrepreneur

Session 5: Coming Up with a Business Idea

Session 6: Understanding the Market

Session 7: Business Planning

Unit 5: Green Skills

Session 1: Sectors of Green Economy

Session 2: Policies for a Green Economy

Session 3: Stakeholders in Green Economy

Session 4: Government and Private Agencies