

CLASS:	10	SUBJECT:	COMMERCIAL APPLICATIONS
BOOK:	ICSE Commercial Applications by C. B. Gupta		

FIRST TERM			
Month	Topic	Chapters	Periods
April 15 Days	Market and marketing	1	6
May 10 Days	Marketing mix	2	4
	Advertising and brand promotion	3	4
June 10 Days	Sales and selling process	4	4
July 24 Days	Recruitment, selection and training	10	6
	Importance of human resources	9	3
August 22 Days	Issues of environment	12	6
	Public relations	11	5
September	Revision		3
	1st Assessment		
Project April	1) Advertisement of FMCG products in different media. 2) Study the product life cycle of an electronic device.		
Revision Days	5 days: last week of August and 1st week of September		
No. of classes	41		

UNIT TEST - 1st Term		
Month	Topic	Chapters
July	1) Market and marketing 2) Marketing mix 3) Advertising and brand promotion	1,2and 3

EXAMINATION - 1st Term		
Month	Topic	Chapters
September	1) Market and marketing	1
	2) Marketing mix.	2
	3) Advertising and brand promotion	3
	4) Sales and selling process	4
	5) Recruitment, selection and training	10
	6) Importance of human resources	9
	7) Issues of the environment	12
	8) Public relations	11

ACTIVITIES	
	Developing marketing plans for kids item. A start with innovative marketing ideas. Planning and presentation

N.A. – All subjects should have one activity per term.

through power point.

SECOND TERM

Month	Topic	Chapters	Periods
October 16 Days	Generally accepted accounting principles	5	4
	Financial accounting and reporting	6	4
	Banking and bank transactions	7	6
November 19 Days	Fundamentals of cost	8	5
December	Revision Test		
Project October	1) Working of the commercial Bank 2) Role of the Central bank (RBI)		
Revision Days	4 days		
No. of classes	23		

UNIT TEST -2nd Term

Month	Topic	Chapters

EXAMINATION-2ndTerm

Month	Topic	Chapters
January 2025	Entire syllabus as given in the scope of the syllabus for ICSE.	

ACTIVITIES

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N.A. – All subjects should have one activity per term.
