

SYLLABUS 2020-2021

Class :10

Subject : Commercial Application

Book : ICSE Commercial Application Part 2- C.B. Gupta

Publisher : Goyal Brothers

Term 1

- Markets and Marketing
- Marketing Mix - 4 P's
- Advertising and Brand Promotion
- Sales and Selling Process

Term 2

- Generally Accepted Accounting Principles (GAAP)
- Financial Accounting and Reporting
- Banking and Bank Transactions
- Fundamental Concepts of Cost

Term 3

- Importance of Human Resources
- Recruitment, Selection and Training
- Public Relations
- Issue of the Environment

Term 4

Revision

Contact Us

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