ICSE | CLASS 10 | COMMERCE

Class 10 Commercial Studies

Comprehensive foundation in commerce and business organisations covering internal stakeholders, marketing mix, sources of finance, banking operations, human resource recruitment, and environmental stewardship in commerce.

GOVERNING BOARD	THEORY EXAMINATION	INTERNAL / PRACTICAL	EXAM DURATION
ICSE	**80 Marks**	**20 Marks**	**2 Hours**

UNIT-WISE SYLLABUS & MARKS BREAKDOWN

UNIT	CHAPTERS & PRESCRIBED TOPICS	MARKS
Unit 1	Stakeholders in Commercial Organisations Internal stakeholders (shareholders, managers, employees); External stakeholders (creditors, customers, suppliers, government, community); Expectations of each group	16
Unit 2	Marketing and Sales Marketing concept vs selling; 4 Ps of Marketing Mix (Product, Price, Place, Promotion); Advertising, sales promotion, consumer protection rights	16
Unit 3	Finance and Accounting Capital requirements (fixed and working capital); Sources of finance (equity, preference, debentures, bank loans); Basic financial statements overview	16
Unit 4	Human Resources Recruitment and selection processes, training and development, employee welfare and incentives	16
Unit 5	Logistics and Banking Operations Commercial banks, central bank functions, modern banking services (ATM, NEFT, RTGS, IMPS, mobile banking); Warehousing, transportation, insurance	16

INTERNAL / PRACTICAL ASSESSMENT SCHEME (20 MARKS)

EVALUATION COMPONENT	MARKS WEIGHTAGE
Commercial Studies Project Work Two real-world market investigation projects evaluated by school and external examiner	20 Marks

RECOMMENDED REFERENCE LITERATURE

Prescribed Textbooks: ICSE Commercial Studies Class 10 (C.B. Gupta / Goyal Brothers), Excellence Business Case Studies

THE EXCELLENCE TUITION EDGE

Every unit in this curriculum is taught with structured conceptual lectures, followed by weekly speed-testing, detailed mistake analysis, and dedicated 1:1 doubt-clearing sessions to build board exam confidence.