



BLOOM PUBLIC SCHOOL
C-8 Vasant Kunj New Delhi
SYLLABUS FOR THE SESSION 2023-24

Class: XI
Subject: Salesmanship

SYLLABUS		
MONTH	CHAPTERS (NCERT TEXT BOOK)	CONTENT
April	PART B: Salesmanship Unit 1: Salesmanship Unit 1: Communication Skills	Introduction to Personal Selling Approaches to Personal Selling Salesmanship Qualities of a salesperson
May	PART A: Employability Skills Unit 2: Self – Management Skills	Strength and Weakness analysis Grooming Personal hygiene Team work Networking skills Self-motivation – Types of motivation Goal setting Time management
July	PART B: Salesmanship Unit 2: Essentials of Sales Unit 3: Preliminary States of Personal Selling Process	Knowledge of Industry and Company Knowledge of products / services Knowledge of customers Meaning and definition of prospecting Meaning of pre – approach Meaning of approach Importance of approach and methods of approach

August	PART B: Salesmanship Unit 3: Preliminary States of Personal Selling Process PART A: Employability Skills	Meaning and definition of prospecting Meaning of pre – approach Meaning of approach Importance of approach and methods of approach Introduction to ICT
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	Unit 3: ICT Skills	Basic interface Libre Office Writer Saving, closing, opening and printing document Formatting text in a word document Checking spelling and grammar Inserting lists, tables, pictures and shapes Header, footer and page number Tracking changes in Libre Office Writer
September	PART A: Employability Skills Unit 3: ICT Skills (CONT.) PART C: Project	Introduction to ICT Basic interface LibreOffice Writer Saving, closing, opening and printing document Formatting text in a word document Checking spelling and grammar Inserting lists, tables, pictures and shapes Header, footer and page number Tracking changes in Libre Office Writer
October	PART B: Salesmanship Unit 4: Advanced Stages of Personal Selling Process PART C: Project	Presentation and demonstration Advanced stages of personal selling process Objection handling Closing of sale Aftersales service
November	PART B: Salesmanship Unit 4: Advanced Stages of Personal Selling Process (Cont.) PART C: Project	Presentation and demonstration Advanced stages of personal selling process Objection handling Closing of sale Aftersales service

December	PART A: Employability Skills Unit 4: Entrepreneurial Skills	Introduction to Entrepreneurship Values of an entrepreneur Attitude of an entrepreneur Thinking like an entrepreneur Coming up with a business idea Understanding the market Business Planning
January	PART A: Employability Skills Unit 5: Green Skills PART C: Project	Sectors of Green Economy Policies for a green economy Stakeholders in green economy Government and private agencies
February	Revision	
March	Annual Examination	

ASSESSMENT SYLLABUS

PERIODIC ASSESSMENT -I	Employability Skills Unit 2: Self – Management Skills Salesmanship Unit 1: Salesmanship
MID-TERM EXAMINATION	Employability Skills – Unit 1: Communication Skills Unit 3: ICT Skills Salesmanship – Unit 1: Salesmanship Unit 2: Essentials of Sales Unit 3: Preliminary Stages of Personal Selling Process
PERIODIC ASSESSMENT – II	Employability Skills - Unit 4: Entrepreneurial Skills Salesmanship – Unit 4: Advanced Stages of Personal Selling Process

FINAL EXAMINATION**Employability Skills –**

Unit 1: Communication Skills

Unit 2: Self – Management Skills

Unit 3: ICT Skills

Unit 4: Entrepreneurial Skills

Unit 5: Green Skills

Salesmanship -

Unit 1: Salesmanship

Unit 2: Essentials of Sales

Unit 3: Preliminary Stages of Personal Selling Process

Unit 4: Advanced Stages of Personal Selling Process