ICSE

INDIAN CERTIFICATE OF SECONDARY EDUCATION EXAMINATION

YEAR 2028



COMMERCIAL STUDIES

(63)

Developed by:
Research, Development and Curriculum Division (RDCD)
CISCE

January 2026

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Council for the Indian School Certificate Examinations (CISCE)

MISSION STATEMENT

The Council for the Indian School Certificate Examinations is committed to serving the nation's children, through high quality educational endeavours, empowering them to contribute towards a humane, just and pluralistic society, promoting introspective living, by creating exciting learning opportunities, with a commitment to excellence.

ETHOS OF CISCE

- Trust and fair play.
- Minimum monitoring.
- Allowing schools to evolve their own niche.
- Catering to the needs of the children.
- Giving freedom to experiment with new ideas and practices.
- Diversity and plurality - the basic strength for evolution of ideas.
- Schools to motivate pupils towards the cultivation of:
  Excellence - The Indian and Global experience.
  Values - Spiritual and cultural - to be the bedrock of the educational experience.
- Schools to have an 'Indian Ethos', strong roots in the national psyche and be sensitive to national aspirations.

CLASS X

*There will be **one** written paper of **two** hours duration carrying 80 marks and Internal Assessment of 20 marks.*

1. Stakeholders in Commercial Organisations

(a) *Meaning of stakeholder, types: Internal (shareholder, employee and employer – meaning of each) and External stakeholders (supplier, creditor, government and society – meaning of each); differences between internal and external stakeholders.*

(b) *Expectations of employers (owners and managers), employees, creditors and suppliers, government and society from a commercial organisation.*

2. Marketing and Sales

(a) Marketing

Meaning and objectives of marketing. Difference between marketing and sales.

(b) Product and service

Meaning and difference between a product and a service (with examples).

(c) Pricing

Meaning and objectives

(d) Advertising and Sales promotion

Advertising: meaning, importance of advertising; merits and demerits, difference between advertising and publicity. Advertising Agency; meaning and functions only, Social advertising media - Concept and examples only.

Sales promotion – meaning and techniques; difference between advertising and sales promotion.

(e) Consumer Protection

Consumer Protection Act (2019); features of the Act, rights of a consumer, Consumer exploitation; meaning and types, Importance of consumer awareness.

(f) E-commerce

Introduction and difference between traditional methods of transactions, E-tailing, E-advertising, E-marketing and E-security (meaning only). ERP and its modules (brief concept).

3. Finance and Accounting

(a) Capital and Revenue

Capital and revenue receipts, capital and revenue expenditure (meaning, difference and examples) deferred revenue expenditure (meaning and examples).

(b) Final accounts of Sole Proprietorship

(i) *Meaning and **preparation of Trading account, Profit and Loss account and Balance sheet** based on the given trial balance with the adjustment of closing stock **only**.*

(ii) *(Preparation of manufacturing account, profit and loss on sale of assets, intangible and fictitious assets, prepaid and accrued expenses and incomes are excluded.)*

(c) Costs

Fundamental concept of Cost Classification of costs- based on behaviour (fixed, variable, semi-variable), nature (direct, indirect).

(d) Budgeting

Meaning and utility of budgeting; comparison between budgeting and forecasting; types of budgets: sales, production, cash, purchase and master – meaning only.

(e) Sources of Finance

(i) Capital Market

Meaning and functions of Capital Market.

(ii) Sources of raising capital.

Long term: Meaning of shares (Types; preference and equity) and debentures, differences between the two.

Short term: loans from commercial banks (cash credit, overdraft, discounting of bills – meaning only).

4. Human Resources

(a) Recruitment, selection and training.

(i) *Recruitment – meaning; sources: internal and external; advantages and disadvantages of internal and external sources.*

(ii) *Selection- meaning and steps, types of selection tests.*

(iii) *Training – meaning, objectives and methods of training (on the job and off the job).*

(b) Industrial relations and trade unions.

Industrial relations: Meaning and objectives; Trade Unions: Meaning and Functions.

(c) Social Security

Concept of Social Security; brief reference to Provident Fund, Gratuity, National Pension Scheme. (Acts are not required).

5. Logistics

Meaning of logistics and its classification.

(a) Transportation

Modes of transportation: land (road and rail), air and water; merits and demerits of each.

(b) Warehousing

Meaning, importance and types (public, private and bonded – meaning only).

(c) Insurance

Meaning; Types of insurance: Life insurance, General insurance; (Fire, Health and Marine- meaning only) principles of insurance.

6. Banking

(a) Central Bank

Central Bank: Meaning and functions, Difference between the Central Bank and Commercial Banks.

(b) Internet Banking

Modes of transferring money / Net Banking: NEFT, RTGS, IMPS, mobile wallets: meaning only.

ATM, Credit & Debit cards- meaning & difference, caution to be taken while using these cards.

(c) Financial fraudulent practices

Credit card fraud, false accounting, insurance fraud, intellectual property fraud, internet and cyber fraud. A brief understanding of these types of financial fraud.

7. Government initiatives in Environment Protection

(a) Environment (Protection) Act,1986 -
Features of the act.

(b) Central Pollution Control Board –
Functions only.

INTERNAL ASSESSMENT

One project as prescribed by the teacher from the syllabus.

EVALUATION

The project work is to be evaluated by the subject teacher and by an External Examiner. The External Examiner shall be nominated by the Head of the school and may be a teacher from the faculty, **but not teaching the subject in the relevant section/class**. For example, a teacher of Commerce/Accounts of Class XI may be deputed to be the External Examiner for Class X Commercial Studies project work.

The Internal Examiner and the External Examiner will assess the candidate's work independently.

Award of marks	**(20 Marks)**
Subject Teacher (Internal Examiner)	10 marks
External Examiner	10 marks

The total mark obtained out of 20 are to be sent to CISCE by the Head of the school.

The Head of the school will be responsible for the online entry of marks on CISCE's CAREERS portal by the due date.