

National Curriculum of Pakistan  
2022-23

# PRINCIPLE OF COMMERCE

Grades 11



**NATIONAL CURRICULUM COUNCIL SECRETARIAT**  
MINISTRY OF FEDERAL EDUCATION AND  
PROFESSIONAL TRAINING, ISLAMABAD  
GOVERNMENT OF PAKISTAN



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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

**Dr. Mariam Chughtai**

Director

National Curriculum Council Secretariat

Ministry of Federal Education and Professional Training

# Principle of Commerce Progression Grid

## Grade 11

### Domain: A Business Organization

**Standard :** Students will be able to understand the concepts of different business organization and develop the skills to detect the requirements and procedure of organization formation

#### Grade 11

#### Benchmark I:

Analyze the procedures for the formation of different types of organization and also compare business situation requirements to propose suitable business organization

#### Student Learning Outcome

Students will be able to:

[SLO:PoC-11-A-01]:

Define the features, merits and demerits of Commerce, and Sole Proprietorship

[SLO:PoC-11-A-02]:

Analyze how sole proprietorship can change the level of responsibilities/authorities of a person and the way of working.

[SLO:PoC-11-A-03]:

Identify the roles, rights and responsibilities of each partner in partnership, relationships of partners with one another and their legal status

[SLO:PoC-11-A-04]:

Explain company its features and kinds

[SLO:PoC-11-A-05]:

Recognize the most critical documents in formation of companies in Pakistan

[SLO:PoC-11-A-06]:

Categorize shareholders and the process of election of board of directors.

[SLO:PoC-11-A-07]:

Differtiate franchises in local and international market

[SLO:PoC-11-A-08]:

Develop a plan to start a franchise in their locality

[SLO:PoC-11-A-09]:

Discuss the importance of multinational business in Pakistan along with example

[SLO:PoC-11-A-10]:

Evaluate the opportunities offered to, and conflicting interest of, multinational companies in individual countries.

[SLO:PoC-11-A-11]:

Analyze the role of islamic modes of finance in the growth of the financial sector and the application of islamic modes with both letters in spirit in Pakistan.

### **Domain B: Business fundamentals**

**Standard:** Students will be proficient in fundamental banking concepts, account management, and financial document services. They will also understand trade, form of trade payment methods, discuss the cashless society concept, and stay informed about emerging digital banking trends.

#### **Grade 11**

**Benchmark I:** Students will able to

Identify key concepts of banking fundamentals, emphasizing financial institutions' role and services provided to individuals and businesses. It develops the skill of distinguishing between deposit/saving and current/check accounts in account management, while also gaining a solid understanding of contemporary trends like the cashless society and digital banking.

**Benchmark II:** Identify finance, advertising, warehousing, and international trade, aiming to enhance students' understanding of long-term and short-term financing, advertising purposes and trends, warehousing functions, and challenges in international trade.

#### **Student Learning Outcomes**

The students will be able to:

[SLO:PoC-11-B-01]:

Demonstrate a comprehensive understanding of banking fundamentals, including the role of financial institutions and the services provided to individuals and businesses.

[SLO:PoC-11-B-02]:

Discuss how the banking sector facilitates businesses through lending, investment, and various financial services.

[SLO:PoC-11-B-03]:

Distinguish between deposit/saving accounts and current/check accounts, showcasing a nuanced understanding of their features and purposes.

[SLO:PoC-11-B-04]:

Describe the diverse services and documents provided to individuals and businesses, encompassing Pay In Slip, Bank Statement, Chequebook, ATM services, Internet banking, and Mobile banking/applications.

[SLO:PoC-11-B-05]:

Identify the characteristics and purpose of means of payment in home and international trade.

[SLO:PoC-11-B-06]:

Discuss the concept of a cashless society and emerging trends in mobile and digital banking.

[SLO:PoC-11-B-07]:



Describe the purpose of insurance, including risk reduction, compensation, financial protection, business confidence, and investment.

[SLO:PoC-11-B-08]:

Discuss the importance of transportation, characteristics of different methods, and the factors affecting their choice.

[SLO:PoC-11-B-09]:

Explore communication methods, including oral, written, telephonic, and electronic, and identify trends in communication technology.

[SLO:PoC-11-B-10]:

Distinguish between long-term and short-term financing and discuss the main features of each.

[SLO:PoC-11-B-11]:

Show understanding of the purposes of advertising, types, media, and trends in advertising.

[SLO:PoC-11-B-12]:

Describe warehousing functions, evaluate its importance to businesses and trade, and identify different types of warehouses.

[SLO:PoC-11-B-13]:

Identify the functions of retailers, types of retailers, and discuss selling techniques, advantages, and disadvantages.

[SLO:PoC-11-B-14]:

Discuss the role of the wholesaler in the distribution chain, patterns of distribution, and trends in wholesaling.

[SLO:PoC-11-B-15]:

Interpret import and export activities, government directives, entreport trade activities, and the role of middlemen in domestic trade.

[SLO:PoC-11-B-16]:

Analyze the letter of credit, its functions, and its important role in international trade.

[SLO:PoC-11-B-17]:

Analyze the important role of invoicing in trade.

[SLO:PoC-11-B-18]:

Define the global market and explain the benefits of international trade to a country.

[SLO:PoC-11-B-19]:

Differentiate between Balance of Trade and Balance of Payments, and describe the main functions of customs authorities.

[SLO:PoC-11-B-20]:

Explore challenges in international trade, including distance, language, methods of payment, documentation, transport, different customs, non-payment, currencies, exchange rates, duties, and competition.

**Domain C:** Office management & Commercial Correspondence

**Standard:** Students will be able to acquire practical office skills, including efficient filing and communication through mastering official letter writing and diverse styles.

**Grade 11**

**Benchmark I:**

Students will be able to explain administrative principles, differentiate between key concepts, and analyze business department functions.

**Benchmark II:** Students will be able to demonstrate practical office management skills, including efficient filing and tactical activities.

**Benchmark III:** Students will develop effective communication in office settings, mastering official letter writing and diverse styles.

**Student Learning Outcomes**

**Students will be able to:**

[SLO:PoC-11-C-01]:

Differentiate between the key concepts of administration, organization and office management

[SLO:PoC-11-C-02]:

Analyze the different functions and role of departments in business organization

[SLO:PoC-11-C-03]:

Recognize the filing system and plan to manage the office order

[SLO:PoC-11-C-04]:

Recognize the role of indexing, copying and duplication

[SLO:PoC-11-C-05]:

Respond to the requirement of tactical management of office activities.

[SLO:PoC-11-C-06]:

Adopt effective communication mode for office management

[SLO:PoC-11-C-07]:

Recognize official letter writing

[SLO:PoC-11-C-08]:

Compose letter according to the desirable business conditions and events

[SLO:PoC-11-C-09]:

Practice different types of letter writing

### Domain D: E-Commerce

**Standard:** The students will be able to analyze the role of e-commerce as well as models and strategies of online business.

#### Grade 11

**Benchmark I:** The students will be able to explain e-commerce business models, real-world enterprises, and demonstrate a comprehensive understanding of key E-commerce Technologies for informed decision-making in online business.

#### Student Learning Outcomes

**Students Will be able to:**

[SLO:PoC-11-D-01]:

Explain different e-commerce business models

(such as Retail / Online, marketplaces, Subscription model, Drop shipping model, Crowdfunding, Peer-to-peer, Affiliate model, Digital Products, Advertisement Model)

[SLO:PoC-11-D-02]:

Compare the strengths and weaknesses of each business model

(such as Retail / Online, marketplaces, Subscription model, Drop shipping model, Crowdfunding, Peer-to-peer, Affiliate model, Digital Products, Advertisement Model)

[SLO:PoC-11-D-03]:

Examine real-world e-commerce businesses and identify their respective business models.

[SLO:PoC-11-D-04]:

Explain E-commerce Platforms (WooCommerce / Shopify), CMS, CRM, OMS, Inventory Management, web servers, payment gateways, AI, and ML [E-Commerce Technologies]

[SLO:PoC-11-D-05]:

Explain E-Commerce with Amazon:

- Product Hunting
- Brand Hunting
- Distribution Hunting
- Brand Approval
- Finding Prep Center
- Account Management
- How to Find Client

[SLO:PoC-11-D-06]:

explain the process how to open trading on an Amazon store

[SLO:PoC-11-D-07]:

Utilize the online resources to create online business accounts, identify ,design, hunt and brand to sell the product and service online.

[SLO:PoC-11-D-08]:

Design marketing and promotion strategy by using social media platforms for online business

- Social media strategy
- Content marketing and email marketing
- Search engine optimization
- Facebook ads and digital advertising

[SLO:PoC-11-D-09]:

Explain Affiliate marketing, influencer marketing and virility.



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