Business Studies Class 12 Syllabus

Exam Structure

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| --- | --- | --- |
| **Units** |  | **Marks** |
| **Part A** | **Principles and Functions of Management** |  |
| 1 | Nature and Significance of Management | 16 |
| 2 | Principles of Management |
| 3 | Business Environment |
| 4 | Planning | 14 |
| 5 | Organizing |
| 6 | Staffing | 20 |
| 7 | Directing |
| 8 | Controlling |
| **Part B** | **Business Finance and Marketing** |  |
| 9 | Financial Management | 15 |
| 10 | Financial Markets |
| 11 | Marketing Management | 15 |
| 12 | Consumer Protection |
| **Part C** | **Project Work** | 20 |
|  | **Total** | **100** |

Part A: Principles and Functions of Management

**Unit I: Nature and Significance of Management**

* Management - concept, objectives and importance
* Management as Science, Art and Profession
* Levels of management
* Management functions - planning, organising, staffing, directing and controlling
* Coordination - concept, characteristics and importance

**Unit 2: Principles of Management**

* Principles of Management - concept, nature and significance
* Fayol’s principles of management
* Taylor’s Scientific Management - principles and techniques

**Unit 3: Management and Business Environment**

* Business Environment - concept and importance
* Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
* Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.

**Unit 4: Planning**

* Concept, importance and limitations
* Planning process
* Single use and Standing Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

**Unit 5: Organising**

* Concept and importance.
* Organizing Process.
* Structure of organization - functional and divisional.
* Formal and informal organization.
* Delegation: concept, elements and importance.
* Decentralization: concept and importance.

**Unit 6: Staffing**

* Concept and importance of staffing
* Staffing as a part of Human Resource Management
* Staffing process: Recruitment - sources; Selection - process
* Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training.

**Unit 7: Directing**

* Concept and importance
* Elements of Directing: - Supervision - concept, functions of a supervisor.; - Motivation - Concept, Maslow’s hierarchy of needs; Financial and non-financial incentives.; - Leadership - concept, styles - authoritative, democratic and laissen faire.; - Communication - concept, formal and informal communication; barriers to effective; communication, how to overcome the barriers.

**Unit 8: Controlling**

* Concept, nature and importance
* Relationship between planning and controlling
* Steps in the process of control

Part B: Business Finance and Marketing

**Unit 9: Financial Management**

* Concept and objectives of financial management.
* Financial decisions : investment, financing and dividend and factors affecting.
* Financial planning - concept and importance.
* Capital Structure - concept and factors affecting.
* Fixed and Working Capital - concept and factors affecting their requirements.

**Unit 10: Financial Markets**

* Financial Markets: concept and types.
* Money market and its instruments.
* Capital market and its types (primary and secondary).
* Stock Exchange - functions and training procedure. Depository Services and D'mat Account.
* Securities and Exchange Board of India (SEBI) - objectives and functions.

**Unit 11: Marketing Management**

* Marketing - concept and functions.
* Marketing management philosophies.
* Marketing Mix - concept
* Product - concept, branding, labeling and packaging. Price - factors determining price.
* Physical distribution- concept, channels of distribution: types, choice of channels.
* Promotion -concept and elements; advertising- concept, role, objections against advertising, personal selling - concept and qualities of a good salesman, sales promotion - concept and techniques, public relations - concept and role.

**Unit 12: Consumer Protection**

* Concept and importance of consumer protection.
* Consumer Protection Act 1986
  + Meaning of consumer and consumer protection.
  + Rights and responsibilities of consumers
  + Who can file a complaint and against whom?
  + Redressal machinery.
  + Remedies available.
* Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs).

**Unit 13: Project Work**