

# Business Studies Class 12 Syllabus

## Course Structure

	Units	Marks
<b>Part A</b>	<b>Principles and Functions of Management</b>	
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	
<b>Part B</b>	<b>Business Finance and Marketing</b>	
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
<b>Part C</b>	<b>Project Work</b>	20
	<b>Total</b>	<b>100</b>

### 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 laissez 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.
- Capital market and its types (primary and secondary).
- Stock Exchange - functions and trading 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

