

Business Studies CLASS–XII

Theory: 80 Marks Project: 20 Marks

Part A Principles and Functions of Management

1. Nature and Significance of Management
2. Principles of Management
3. Business Environment
4. Planning
5. Organising
6. Staffing
7. Directing
8. Controlling

Part B Business Finance and Marketing

9. Financial Management
10. Financial Markets
11. Marketing Management
12. Consumer Protection

Part C Project Work

Part A: Principles and Functions of Management

Unit 1: Nature and Significance of Management, Management - concept, objectives, and importance

Management as Science, Art and Profession, Levels of Management, Management functions- planning, organizing, staffing, directing and controlling, Coordination- concept and importance

Unit 2: Principles of Management

Principles of Management - concept and significance, Fayol's principles of management, Taylor's Scientific management - principles and techniques.

Unit 3: Business Environment

Business Environment- concept and importance, Dimensions of Business Environment - Economic, Social, Technological, Political and Legal Demonetization - concept and features.

Unit 4: Planning

Planning: Concept, importance and limitation, Planning process, Single use and Standing Plans. Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Unit 5: Organising

Organising: Concept and importance, Organising Process, Structure of organisation- functional and divisional concept. Formal and informal organization – concept, Delegation: concept, elements and importance, Decentralization: concept and importance.

Unit 6: Staffing

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

Unit 7: Directing

Directing: Concept and importance, Elements of Directing, 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

Controlling - Concept and importance, Relationship between planning and controlling, Steps in process of control.

Part B: Business Finance and Marketing

Unit 9: Financial Management

Financial Management: Concept, role and objectives, Financial decisions: investment, financing and dividend - Meaning and factors affecting, Financial Planning - concept and importance, Capital Structure – concept and factors affecting capital structure, Fixed and Working Capital - Concept and factors affecting their requirements.

Unit 10: Financial Markets

Financial Markets: Concept, Money Market: Concept, Capital market and its types (primary and secondary, Stock Exchange - Functions and trading procedure, Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11: Marketing

Marketing – Concept, functions and philosophies, Marketing Mix – Concept and elements, Product – branding, labelling and packaging – Concept, Price - Concept, Factors determining price, Physical Distribution – concept, components and channels of distribution, Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations.

Unit 12: Consumer Protection

Consumer Protection: Concept and importance, The Consumer Protection Act, 2019: Source: <http://egazette.nic.in/WriteReadData/2019/210422.pdf> Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available, Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs).

Unit 13: Project Work