

## Syllabus BUSINESS STUDIES Class XII

Unit	Topics
	Part- A
	Principles and Functions of Management
1.	Nature and Significance of Management
2.	Principles of Management
3.	Business Environment
4.	Planning
5.	Organizing
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

- w Management : Concept, Objectives and Importance.
- w Management as Science, Art and Profession.
- w Levels of Management.
- w Management Functions : Planning, Organizing, Staffing, Directing and Controlling.
- w Coordination : Concept, Characteristics and Importance.

#### Unit 2. Principles of Management

- w Principles of Management : Concept, Nature and Significance.
- w Fayol's principles of management.
- w Taylor's Scientific Management : Principles and Techniques.

#### Unit 3. Management and Business Environment

- w Business Environment : Concept and Importance.
- w Dimensions of Business Environment : Economic, Social, Techno-logical, Political and Legal.
- w Impact of Government policy changes on business with special reference to liberalization, Privatization and Globalization in India.

#### Unit 4. Planning

- w Concept, Importance and Limitations.
- w Planning process.
- w Single use and Standing plans : Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

#### Unit 5. Organizing

- w Concept and Importance.
- w Organizing process.
- w Structure of Organization : Functional and Divisional.
- w Formal and Informal organization.
- w Delegation : Concept, Elements and Importance.

w Decentralization : Concept and Importance.

Unit 6. Staffing

- w Concept and Importance of Staffing.
- w Staffing as a part of Human Resource Management.
- w Staffing Process : Recruitment process, Selection process.
- w 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

- w Concept and Importance.
- w 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

- w Concept, Nature and Importance.
- w Relationship between Planning and Controlling.
- w Steps in the Process of Control.

Part-B

Business Finance and Marketing

Unit 9. Financial Management

- w Concept and Objectives of Financial Management.
- w Financial Decisions : Investment, Financing and dividend and Factors affecting.
- w Financial Planning : Concept and Importance.
- w Capital Structure : Concept and Factors affecting.
- w Fixed and Working Capital : Concept and Factors affecting their requirements.

Unit 10. Financial Markets

- w Financial Markets : Concept and Types.
- w Money market and its instruments.
- w Capital market and its types (Primary and Secondary)
- w Stock Exchange : Functions and Trading procedure. Depository services and Demat Account.
- w Securities and Exchange Board of India (SEBI) : Objectives and Functions.

#### Unit 11. Marketing Management

- w Marketing : Concept and Functions.
- w Marketing management philosophies.
- w Marketing Mix : Concept.
- w Product : Concept, Branding, Labelling and Packaging. Price : Concepts, Factors determining price.
- w Physical Distribution : Concept, Channels of distribution : Types, Choice of channels.
- w 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

- w Concept and Importance of Consumer protection.
- w Consumer Protection Act 1986.
- w Meaning of Consumer and Consumer protection.
- w Rights and Responsibilities of consumers.
- w Who can file a complaint and against whom ?
- w Redressal machinery.
- w Remedies available.
- w Consumer Awareness : Role of consumer organizations and Non-Governmental Organizations (NGOs).

#### Part-C

#### Project Work

प्रस्तावित पुस्तकें —

1. व्यवसाय अध्ययन — : ( राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद् द्वारा विकसित )  
( भाग-1, भाग-2 ) राज्य शैक्षिक अनुसंधान और प्रशिक्षण छत्तीसगढ़ द्वारा स्वीकृत