

Class – XII
REVISED SYLLABUS
(For the Session of 2020-21 Only)
Business Studies
(THEORY)

Part A: Principles and Functions of Management

Unit I: Nature and significance of Management

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

Unit 2: Principles of Management

- Principles of Management - meaning, nature and significance
- Fayol's principles of management
- Taylor's Scientific Management - Principles and Techniques

Unit 3: Business Environment

- Business Environment - meaning and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal

Unit 4: Planning

- Meaning, features, importance, limitations
- Planning process

Unit 5: Organising

- Meaning and importance.
- Steps in the process of organising.
- Structure of organization - functional and divisional.
- Delegation: meaning, elements and importance.
- Decentralization: meaning and importance.

Unit 6: Staffing

- Meaning and importance of staffing
- Staffing process
- Recruitment - meaning and sources
- Selection - meaning and process
- Training and Development - meaning and need. Methods of training

Unit 7: Directing

- Meaning, importance and principles
- Elements of Directing
 - Supervision - meaning and importance
 - Motivation - meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
 - Leadership - meaning, importance; qualities of a good leader
 - Communication - meaning and importance, formal and informal communication.

Unit 8: Controlling

- Meaning and importance
- Steps in the process of control
- Techniques of controlling : budgetary control,

Part B : Business Finance and Marketing

Unit 9: Financial Management

- Meaning, role, objectives of financial management
- Financial decisions : meaning and factors affecting
- Financial planning - meaning and importance.
- Capital Structure - meaning and factors
- Fixed and Working Capital -Meaning and factors affecting its requirements.

Unit 10: Financial Markets

- Concept of Financial Market: Money Market and its instruments.
- Capital market and types - primary and secondary market
- Distinction between capital market and money market.
- Stock Exchange - meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI)- Objectives, Functions.

Unit 11: Marketing Management

- Marketing - meaning, functions and role, marketing and selling
- Marketing management philosophies.
- Marketing mix - elements
 - Product - nature, classification, branding, labeling and packaging
 - Price - Factors determining fixation of price
 - Promotion -Elements of promotion mix; Advertising - role, limitations, objections against advertising. Personal selling - meaning, importance; Sales promotion - merits, limitations, methods ; Publicity - meaning and role.

Unit 12: Consumer Protection

- Consumer rights
- Consumer responsibilities
- Ways and means of consumer protection - Legal redressal with reference to Consumer Protection Act.

