

**CLASS-XII**  
**Session: 2024-25**  
**BUSINESS STUDIES**

**Time: 3 Hrs**

**Theory: 80 Marks**  
**INA: 20 Marks**  
**Total: 100 Marks**

**SYLLABUS**

**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

**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
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India

**Unit 4: Planning**

- Concept, importance and limitation
- Planning process
- Single use and standing plans. Objectives, Strategy, Policy, Procedure, method, Rules, budget and Programs

## **Unit 5: Organising**

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

## **Unit 6: 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**

- Concept and importance

### *Elements of Directing*

- Supervision- Concept and importance
- 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

## **Unit 9- Coordination**

Coordination: Meaning, Nature and importance.

### **PART – B BUSINESS FINANCE & MARKETING**

## **Unit 10: Business Finance**

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

## **Unit 11: Financial Markets**

- Financial Markets: Concept, Functions and types
- Money market and its instruments
- Capital market and its types (primary and secondary), methods of floatation in the primary market
- Stock Exchange - Functions and trading procedure
- Securities and Exchange Board of India (SEBI) - Objectives and functions

## **Unit 12: 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 13: Consumer Protection**

- Concept and importance of consumer protection
- Consumer Protection Act 2019, 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)