

## BUSINESS STUDIES (CODE -054)

### CLASS–XII (2021-22) TERM WISE CURRICULUM

Units	TERM 1-MCQ BASED QUESTION PAPER THEORY - 40 MARKS DURATION:90 MINUTES	Periods	Marks
<b>Part A</b>	<b>Principles and Functions of Management</b>		
1.	Nature and Significance of Management	12	16
2	Principles of Management	11	
3	Business Environment	08	
4	Planning	08	14
5	Organising	10	
	<b>Total</b>	<b>49</b>	<b>30</b>
<b>Part B</b>	<b>Business Finance and Marketing</b>		
11	Marketing Management	24	10
	<b>Total</b>	<b>24</b>	<b>10</b>
	<b>Total</b>	<b>73</b>	<b>40</b>
	<b>PROJECT WORK (PART 1)</b>		<b>10</b>

Students would prepare only ONE project in the entire academic session, which is divided into 2 terms i.e. Term I and Term II.

#### Term 1:

#### Part A: Principles and Functions of Management

#### Unit 1: Nature and Significance of Management

Concept	After going through this unit, the student/ learner would be able to:
Management - concept, objectives, and importance	<ul style="list-style-type: none"> <li>● Understand the concept of management.</li> <li>● Explain the meaning of 'Effectiveness and Efficiency.</li> <li>● Discuss the objectives of management.</li> <li>● Describe the importance of management.</li> </ul>
Management as Science, Art and Profession	<ul style="list-style-type: none"> <li>● Examine the nature of management as a science, art and profession.</li> </ul>
Levels of Management	<ul style="list-style-type: none"> <li>● Understand the role of top, middle and lower levels of management</li> </ul>
Management functions-planning, organizing, staffing, directing and controlling	<ul style="list-style-type: none"> <li>● Explain the functions of management</li> </ul>
Coordination- concept and importance	<ul style="list-style-type: none"> <li>● Discuss the concept and characteristics of coordination.</li> <li>● Explain the importance of coordination.</li> </ul>

#### Unit 2: Principles of Management

Principles of Management- concept and significance	<ul style="list-style-type: none"> <li>● Understand the concept of principles of management.</li> <li>● Explain the significance of management</li> </ul>
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	principles.
Fayol's principles of management	<ul style="list-style-type: none"> <li>• Discuss the principles of management developed by Fayol.</li> </ul>
Taylor's Scientific management- principles and techniques	<ul style="list-style-type: none"> <li>• Explain the principles and techniques of 'Scientific Management'.</li> </ul>

### Unit 3: Business Environment

Business Environment- concept and importance	<ul style="list-style-type: none"> <li>• Understand the concept of 'Business Environment'.</li> <li>• Describe the importance of business environment</li> </ul>
Dimensions of Business Environment- Economic, Social, Technological, Political and Legal	<ul style="list-style-type: none"> <li>• Describe the various dimensions of 'Business Environment'.</li> </ul>

### Unit 4: Planning

Planning: Concept, importance and limitation	<ul style="list-style-type: none"> <li>• Understand the concept of planning.</li> <li>• Describe the importance of planning.</li> <li>• Understand the limitations of planning.</li> </ul>
Planning process	<ul style="list-style-type: none"> <li>• Describe the steps in the process of planning.</li> </ul>

### Unit 5: Organising

Organising: Concept and importance	<ul style="list-style-type: none"> <li>• Understand the concept of organizing as a structure and as a process.</li> <li>• Explain the importance of organising.</li> </ul>
Organising Process	<ul style="list-style-type: none"> <li>• Describe the steps in the process of organizing</li> </ul>
Structure of organisation- functional and divisional concept	<ul style="list-style-type: none"> <li>• Describe functional and divisional structures of organisation.</li> </ul>
Delegation: concept, elements and importance	<ul style="list-style-type: none"> <li>• Understand the concept of delegation.</li> <li>• Describe the elements of delegation.</li> <li>• Appreciate the importance of Delegation.</li> </ul>
Decentralization: concept and importance	<ul style="list-style-type: none"> <li>• Understand the concept of decentralisation.</li> <li>• Explain the importance of decentralisation.</li> <li>• Differentiate between delegation and decentralisation.</li> </ul>

## Part B: Business Finance and Marketing

### Unit 11: Marketing

Marketing – Concept, functions and philosophies	<ul style="list-style-type: none"> <li>• Understand the concept of marketing.</li> <li>• Discuss the functions of marketing.</li> <li>• Explain the marketing philosophies.</li> </ul>
Marketing Mix – Concept and elements	<ul style="list-style-type: none"> <li>• Understand the concept of marketing mix.</li> <li>• Describe the elements of the</li> </ul>

	marketing mix.
Product - branding, labelling and packaging – Concept	<ul style="list-style-type: none"> <li>● Understand the concept of product as an element of marketing mix.</li> <li>● Understand the concepts of branding, labelling and packaging.</li> </ul>
Price - Concept, Factors determining price	<ul style="list-style-type: none"> <li>● Understand the concept of price as an element of marketing mix.</li> <li>● Describe the factors determining price of a product.</li> </ul>
Physical Distribution – concept	<ul style="list-style-type: none"> <li>● Understand the concept of physical distribution.</li> </ul>
Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations	<ul style="list-style-type: none"> <li>● Understand the concept of promotion as an element of marketing mix.</li> <li>● Describe the elements of the promotion mix.</li> <li>● Understand the concept of advertising and personal selling</li> <li>● Understand the concept of sales promotion.</li> <li>● Discuss the concept of public relations.</li> </ul>

**PROJECT WORK IN BUSINESS STUDIES (ONLY ONE PROJECT): GUIDELINES AS GIVEN IN CLASS XII CURRICULUM**