

# **BUSINESS STUDIES**

## **CLASS-XII**

**Session: 2025-26**

**Time: 3 Hrs**

**Theory: 80 Marks**

**INA: 20 Marks**

**Total: 100 Marks**

## **SYLLABUS**

### **PART- I : PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

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

- Management: Concept, Characteristics, Objectives and Importance
- Nature - Management as Science, Art and Profession
- Levels of Management
- Management functions: planning, organizing, staffing, directing and controlling
- Coordination - The Essence of Management
- Coordination: Characteristics and Importance
- Management in the twenty-first Century.

#### **Unit 2: Principles of Management**

- Principles of Management: Concept, Nature and Significance
- Taylor's Scientific management: Principles and Techniques
- Fayol's Principles of Management
- Fayol Versus Taylor - A Comparison.

#### **Unit 3: Business Environment**

- Business Environment: Meaning and Importance
- Dimensions of Business Environment: Economic, Social, Technological, Political and Legal Environment
- Economic Environment in India: Liberalisation, Privatisation and Globalisation in India
- Demonetisation: Features and Impact.

## **Unit 4: Planning**

- Planning: Introduction, Concept, Importance, Features and Limitations
- Planning Process
- Types of Plans: Single use and Standing plans, Objectives, Strategy, Policy, Procedure, Method, Rules, Programs and Budget.

## **Unit 5: Organising**

- Organising: Meaning and Importance
- Organising Process
- Organisation Structure - Functional Structure and Divisional Structure. Formal Organisation and Informal Organisation
- Delegation: Concept, Elements and Importance
- Decentralization: Concept and Importance
- Delegation and Decentralisation: A Comparative view.

## **Unit 6: Staffing**

- Staffing: Introduction, Meaning and Importance
- Staffing as a part of Human Resource Management - Concept
- Staffing Process
- Recruitment: Concept and Sources
- Selection: Concept and Process
- Training and Development: Concept and Importance, Training Methods: On the Job Methods and Off the Job Methods.

## **Unit 7: Directing**

- Directing: Introduction, Meaning, Characteristics, Importance and Principles

### ***Elements of Direction***

- Supervision: Concept and Importance
- Motivation: Concept, Importance, Maslow's Need Hierarchy Theory, Financial and Non-Financial Incentives

- Leadership: Concept, Features, Importance, Leadership Styles - Autocratic, Democratic and laissez Faire
- Communication: Concept, Process, Importance, Formal and Informal Communication; Barriers to Effective Communication, Measures to Overcome the Barriers.

## **Unit 8: Controlling**

- Controlling: Meaning, Importance and Limitations
- Relationship Between Planning and Controlling
- Controlling Process.

## **PART-B : BUSINESS FINANCE & MARKETING**

## **Unit 9: Financial Management**

- Business Finance: Introduction and Meaning
- Financial Management: Concept, Importance, Objectives
- Financial Decisions: Investment Decision, Factors Affecting Capital Budgeting Decision; Financing Decision, Factors Affecting Financing Decision; Dividend Decision, Factors Affecting Dividend Decision
- Financial Planning: Concept, Objectives, Importance
- Capital Structure: Concept and Factors Affecting the Choice of Capital Structure
- Fixed and Working Capital: Meaning, Management of Fixed Capital, Factors Affecting the Requirement of Fixed Capital; Working Capital: Meaning, Factors Affecting the Working Capital Requirements.

## **Unit 10: Marketing**

- Marketing: Concept and Features
- Marketing Management: Concept, Process and Philosophies
- Functions of Marketing
- Marketing Mix – Concept and Elements
- Products: Concept, Classification, Branding: Related Terms and Characteristics; Packaging: Concept, Levels, Importance and Functions; Labelling: Concept and Functions
- Pricing: Concept, Factors Affecting Price Determination
- Physical Distribution: Concept and Components
- Promotion: Concept, Promotion Mix and Elements- Advertising, Personal Selling, Sales Promotion and Public Relations.

## **Unit 11: Consumer Protection**

- Consumer Protection: Introduction and Importance
- Consumer Protection Act 2019: Meaning of Consumer, Consumer Rights, Consumers Responsibilities
- Ways and means of Consumer Protection
- Redressal Agencies under the Consumer Protection Act
- Relief Available
- Role of Consumer Organizations and NGOs

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