

Syllabus
Business Studies (Code No. 054)
Class - XII (2013-2014)

Rationale

The courses in Business Studies and Accountancy are introduced at + 2 stage of Senior Secondary Education as formal commerce education is provided after first ten years of schooling. Therefore, it becomes necessary that instructions in these subjects are given in such a manner that students have a good understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society.

Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. To understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment is required. Globalisation has changed the way organizations transact their business.

Information Technology is becoming a part of business operations in more and more organisations. Computerised systems are fast replacing other systems. E-business and other related concepts are picking up fast which need to be emphasized in the curriculum.

The course in Business Studies will prepare students to analyse, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political, legal and economic forces. It allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues.

Therefore, to acquire basic knowledge of the business world, a course in Business Studies would be useful. It also informs students of a range of study and work options and bridges the gap between school and work.

Objectives

- To develop students with an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To develop an interest in the theory and practice of business, trade and industry;
- To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social cost and benefits arising there from;
- To acquaint students with the practice of managing the operations and resources of business;
- To enable students to act more effectively and responsibly as consumers, employers, employees and citizens;
- To develop in students a business attitude and skills.
- To inculcate appropriate attitude and develop skills among students to pursue higher education, world of work including self employment.

CLASS XII

One Paper

3 Hours

100 Marks

Unit wise Weightage

Units	Periods	Marks
Part A : Principles and Functions of Management		
1. Introduction to Management	12	5
2. Principles of Management	12	6
3. Business Environment	10	5
4. Planning	12	6
5. Organizing	16	8
6. Staffing	14	6
7. Directing	16	8
8. Controlling	14	6
	104	50
Part B: Business Finance and Marketing		
9. Financial Management	22	12
10. Financial Markets	20	8
11. Marketing Management	30	14
12. Consumer Protection	16	6
Part C : Project	16	10
	104	50

The question paper will include value based question(s) to the extent of 3-5 marks

Part A: Principles and Functions of Management

Unit I: Nature and significance of Management

(Periods 12)

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

Unit 2: Principles of Management

(Periods 12)

- Principles of Management - concept, nature and significance
- Fayol's principles of management
- Taylor's Scientific Management - principles and techniques

Unit 3: Management and Business Environment **(Periods 10)**

- Business Environment - concept and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.

Unit 4: Planning **(Periods 12)**

- Concept, importance and limitations
- Planning process
- Single use and Standing Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Unit 5: Organising **(Periods 16)**

- Concept and importance.
- Organizing Process.
- Structure of organization - functional and divisional.
- Formal and informal organization.
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Unit 6: Staffing **(Periods 14)**

- Concept and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process :
 - Recruitment - sources
 - Selection - process
- 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

(Periods 16)

- Concept and importance
- 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

(Periods 14)

- Concept, nature and importance
- Relationship between planning and controlling
- Steps in the process of control

Part B : Business Finance and Marketing

Unit 9: Financial Management

(Periods 22)

- Concept and objectives of financial management.
- Financial decisions : investment, financing and dividend and factors affecting.
- Financial planning - concept and importance.
- Capital Structure - concept and factors affecting.
- Fixed and Working Capital - concept and factors affecting their requirements.

Unit 10: Financial Markets

(Periods 20)

- Financial Markets: concept and types.
- Money market and its instruments.
- Capital market and its types (primary and secondary).
- Stock Exchange - functions and trading procedure. Depository Services and D'mat Account.
- Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11: Marketing Management

(Periods 30)

- Marketing - concept and functions.
- Marketing management philosophies.
- Marketing Mix - concept
 - Product - concept, branding, labeling and packaging.

- Price - factors determining price.
- Physical distribution- concept, channels of distribution: types, choice of channels.
- 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

(Periods 16)

- Concept and importance of consumer protection.
- Consumer Protection Act 1986
 - Meaning of consumer and consumer protection.
 - Rights and responsibilities of consumers
 - Who can file a complaint and against whom?
 - Redressal machinery.
 - Remedies available.
- Consumer awareness - Role of consumer organizations and NGO's

Unit 13: Project Work

(Periods 16)