

ANNUAL SYLLABUS

SESSION-2022-2023

CLASS-XII

SUBJECT-BUSINESS STUDIES (Code No. 054)

CONTENTS

Part A: Principles and Functions of Management

Unit I: Nature and Significance of Management

- Management – concept(meaning and features), objectives and importance
- Management as Science, Art and Profession
- Levels of management
- Management functions - planning, organizing, staffing, directing and controlling
- Coordination - concept, Characteristics and importance

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: Management and Business Environment

- Business Environment - concept and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Demonetization- concept and features

Unit 4: Planning

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

Unit 5: Organizing

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

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

- **Completion of the Mid-Term Syllabus by 30th September 2022**
- **MID TERM EXAMINATION**

CONTENTS

Discussion of Mid - Term Question Paper

Part B: Business Finance and Marketing

Unit 9: Financial Management

- Concept, role and objectives of financial management.
- Financial decisions: Investment, Financing and Dividend : - Meaning and factors affecting.
- Financial planning - concept and importance.
- Capital Structure – concept and factors affecting capital structure
- Fixed and Working Capital - concept and factors affecting their requirement

Unit 10: Financial Markets

- Financial markets: Concepts
- Money market: Concepts
- Capital market and its types (primary and secondary)

- Stock Exchange - Functions and trading procedure
- Securities and Exchange Board of India (SEBI) - Objectives and functions.

Unit 11: Marketing Management

- Marketing Management – Concept, function and philosophies.
- Marketing Mix - concept and elements
- Product - Branding, labeling and packaging-Concept.
- Price - Concept and factors determining price.
- Physical distribution- concept and components and channels of distribution.
- Promotion -concept and elements; Advertising, Personal Selling Sales Promotion and Public Relations.

Unit 12: Consumer Protection

- Concept and importance of consumer protection.
- Consumer Protection Act 2019
Source:
<http://egazette.nic.in/WriteReadData/2019/210422.pdf>
- 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).

- **PROJECT WORK (As per CBSE guidelines)**
- **Complete the Annual Syllabus by 15th December 2022**
- **PRE BOARD EXAMINATION**
- **Complete Syllabus will be covered in Annual Examination**