

BUSINESS STUDIES SYLLABUS (Code No. 054)

Class-XII (2020-21)

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 Coordination- concept 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: Business Environment	Business Environment- concept and importance Dimensions of Business Environment- Economic, Social, Technological, Political and Legal
Unit 4: Planning	Planning: Concept, importance and limitation Planning process
Unit 5: Organising	Organising: Concept and importance Organising Process Structure of organisation- functional and divisional concept Delegation: concept, elements and importance Decentralization: concept and importance
Unit 6: Staffing	Staffing: Concept and importance 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	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;
Unit 8: Controlling	Controlling - Concept and importance Steps in process of control

Part B: Business Finance and Marketing

Unit 9: Financial Management	Financial Management: Concept, role and objectives 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 requirements
Unit 10: Financial Markets	Financial Markets: Concept, Functions and types Money market and its instruments Capital market: Concept, types (primary and secondary), methods of floatation in the primary market Stock Exchange – Meaning, Functions and trading procedure Securities and Exchange Board of India (SEBI) - objectives and functions
Unit 11: Marketing	Marketing – Concept, functions and philosophies – Product, Price and Standard Marketing Mix – Concept and elements Product - branding, labelling and packaging – Concept Price - Concept, Factors determining price Physical Distribution – concept Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations
Unit 12: Consumer Protection	Consumer Protection: Concept Consumer Protection Act 1986: Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available
Unit 13: Project Work	As per CBSE guidelines.

Business Studies

CLASS–XII (2020-21)

Theory: 80 Marks

3 Hours

Project: 20 Marks

Units		Periods	Marks
Part A	Principles and Functions of Management		
1.	Nature and Significance of Management	12	16
2	Principles of Management	11	
3	Business Environment	08	
4	Planning	08	14
5	Organising	10	
6	Staffing	13	
7	Directing	09	20
8	Controlling	07	
	Total	78	50
Part B	Business Finance and Marketing		
9	Financial Management	20	15
10	Financial Markets	18	
11	Marketing Management	24	15
12	Consumer Protection	05	
	Total	67	30
Part C	Project Work (One)	20	20

**Suggested Question
Paper Design Business
Studies (Code No. 054)
Class XII (2020-21)
March 2021 Examination**

SN	Typology of Questions	Marks	Percentage
1	<p>Remembering and Understanding: Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers. Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas</p>	44	55%
2	<p>Applying: Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way</p>	19	23.75%
3	<p>Analysing, Evaluating and Creating: Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations. Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria. Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.</p>	17	21.25%
	Total	80	100%