

BUSINESS STUDIES SYLLABUS (Code No. 054)

Class-XII(2021-22)

TERM-WISE

Units	TERM1- MCQ BASED QUESTION PAPER THEORY -40MARKS DURATION: 90MINUTES	Marks
Part A	Principles and Functions of Management	
1.	Nature and Significance of Management	16
2	Principles of Management	
3	Business Environment	
4	Planning	14
5	Organising	
	Total	30
Part B	Business Finance and Marketing	
11	Marketing Management	10
	Total	10
	Total	40
	PROJECT WORK (PART 1)	10

Term 1:

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
Part B: Business Finance and Marketing	
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

Units	TERM-2 SUBJECTIVE QUESTION PAPER Theory-40Marks DURATION:-2Hrs	Marks
Part A	Principles and Functions of Management	
6	Staffing	20
7	Directing	
8	Controlling	
	Total	20
Part B	Business Finance and Marketing	
9	Financial Management	15
10	Financial Markets	
12	Consumer Protection	5
	Total	20
	Total	40
	PROJECT WORK (PART – 2)	10

Term 2: Principles and Functions of Management

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

	<p>Motivation - concept, Maslow's hierarchy of needs, Financial and non-financial incentives</p> <p>Leadership - concept, styles - authoritative, democratic and laissez faire</p> <p>Communication - concept, formal and informal communication;</p>
Unit 8: Controlling	<p>Controlling - Concept and importance</p> <p>Steps in process of control</p>

Part B: Business Finance and Marketing

Unit 9: Financial Management	<p>Financial Management: Concept, role and objectives</p> <p>Financial decisions: investment, financing and dividend- Meaning and factors affecting</p> <p>Financial Planning - concept and importance</p> <p>Capital Structure – concept and factors affecting capital structure</p> <p>Fixed and Working Capital - Concept and factors affecting their requirements</p>
Unit 10: Financial Markets	<p>Financial Markets: Concept, Functions and types</p> <p>Money market and its instruments</p> <p>Capital market: Concept, types (primary and secondary), methods of floatation in the primary market</p> <p>Stock Exchange – Meaning, Functions and trading procedure</p> <p>Securities and Exchange Board of India (SEBI) - objectives and functions</p>
Unit 12: Consumer Protection	<p>Concept and importance of consumer protection</p> <p>The Consumer Protection Act, 2019:</p> <p>Source:</p> <p>http://egazette.nic.in/WriteReadData/2019/210422.pdf</p> <p>Meaning of consumer Rights and responsibilities of consumers Who can file a complaint?</p> <p>Redressal machinery</p> <p>Remedies available</p> <p>Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs)</p>

NOTE: Kindly See the CBSE guidelines for project work

