

BUSINESS STUDIES

SYLLABUS FOR HIGHER SECONDARY FINAL YEAR COURSE

One Paper

Time - Three Hours

Marks 100

Unitwise Distribution of Marks and Periods :

Unit No.	Title	Marks	Periods
Part-A	PRINCIPLES AND FUNCTIONS OF MANAGEMENT		
Unit-I	Nature and Significance of Management	08	15
Unit-II	Principles of Management	08	15
Unit-III	Business Environment	08	15
Unit-IV	Planning	08	15
Unit-V	Organizing	08	15
Unit-VI	Staffing	08	15
Unit-VII	Directing	08	15
Unit-VIII	Controlling	08	15
PART-B	BUSTNESS FINANCE AND MARKETING		
Unit-IX	Financial Management	08	20
Unit-X	Financial Markets	08	20
Unit-XI	Marketing	08	20
Unit-XII	Consumer Protection	06	10
Unit-XIII	Entrepreneurship Development	06	10
		100	200

(This unit is elective. A student may opt for it against unit XII (Consumer Protection))

Unitwise Distribution of Course contents

PART-A : PRINCIPLES AND FUNCTIONS OF MANAGEMENT

Unit-I : Nature and Significance of Management

- ❖ Management– concept, objectives, importance.
- ❖ Nature of management; Management as Science, Art, Profession
- ❖ Levels of Management— top, middle, supervisory (First level).
- ❖ Management functions - planning, organising, staffing, directing and controlling.
- ❖ Coordination– nature and importance.

Unit-II : Principles of Management

- ❖ Principles of Management — meaning, nature and significance.
- ❖ Fayol’s Principle of Management
- ❖ Taylor’s Scientific Management– Principles and Techniques.

Unit- III : Business Environment

- ❖ Business Environment– meaning and importance.
- ❖ Dimensions of Business Environment— Economic, Social, Technological, Political and Legal.

- ❖ Economic Environment in India : Impact of Government policy changes on business and industry with special reference to adoption of the policies of Liberalization, Privatization and Globalization.

Unit-IV- : Planning

- ❖ Meaning, features, importance, limitations.
- ❖ Planning process.
- ❖ types of Plans- Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme

Unit-V : Organising

- ❖ Meaning and importance.
- ❖ Steps in the process of organising.
- ❖ Structure of organization- functional and divisional.
- ❖ Formal and information organisation
- ❖ Delegation : meaning, elements and importance.
- ❖ Decentralization : meaning and importance,
- ❖ Difference between delegation and decentralisation.

Unit-VI : Staffing

- ❖ Meaning, need and importance of staffing.
- ❖ Staffing as a part of Human Resources Management.
- ❖ Steps in staffing process.
- ❖ Recruitment - meaning and sources.
- ❖ Selection– meaning and process.
- ❖ Training and Development- meaning, need, methods- on the job and off the job methods of training.

Unit-VII : Directing

- ❖ Meaning, importance and principles.
- ❖ Elements of Direction :
 - Supervision- meaning and importance.
 - Motivation- meaning and importance. Maslow’s hierarchy of needs; Financial and non-financial incentives.
 - Leadership- meaning, importance, qualities of a good leader.
 - Communication— meaning and importance, formal and informal communication: barriers of effective communication.

Unit-VIII : Controlling

- ❖ Meaning and importance.
- ❖ Relationship between planning and controlling.
- ❖ Steps in the process of control.
- ❖ Techniques of controlling.

PART-B : BUSINESS FINANCE AND MARKETING

Unit-IX : Business Finance

- ❖ Business finance– meaning, role, objectives of financial management.
- ❖ Financial planning– meaning and importance.
- ❖ Capital Structure– Meaning and factors.
- ❖ Fixed and Working Capital– Meaning and factors affecting their requirements.

Unit-X : Financial Markets

- ❖ Concept of Financial Market : Money Market– nature, instruments;
- ❖ Capital Market : nature and types– primary and secondary market.
- ❖ Distinction between capital market and money market.
- ❖ Stock Exchange– meaning, functions, NSEI, OCTEL, Trading Procedure,
- ❖ Securities and Exchange Board of India (SEBI)– Objectives, Functions.

Unit-XI : Marketing

- ❖ Marketing– meaning, functions, role.
- ❖ Distinction between marketing and selling.
- ❖ Marketing mix– concept and elements :
 - Product —nature, classification, branding, labeling and packaging
 - Physical distribution : meaning, role, Channels of distribution-meaning, types, factors, determining choice of channels.
 - Promotion — meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
 - Price : factors influencing pricing.

Unit-XII : Consumer Protection

- ❖ Importance of consumer protection.
- ❖ Consumer rights.
- ❖ Consumer responsibilities.
- ❖ Way and means of consumer protection — Consumer awareness and legal redressal with special reference to Consumer protection Act.
- ❖ Role of consumer organizations and NGOs.
