

MONTH WISE SYLLABUS FOR YEAR 2017-18			
BUSINESS STUDIES (054)			XII
Sl.No.	Unit	Name and Contents	Month
1.	Unit-1	Nature and Significance of Management <ul style="list-style-type: none"> ➤ Management – concept, objective & importance ➤ Management as Science ,Arts& Profession ➤ Levels of Management ➤ Management functions- Planning, Organising, Staffing, Directing &Controlling ➤ Coordination- concept, characteristics &importance 	April
2.	Unit-2	Principles of Management <ul style="list-style-type: none"> ➤ Principles of Management - concept, nature and significance ➤ Fayol’s principles of management ➤ Taylor’s Scientific Management - principles and techniques 	April - May
3.	Unit-3	Management and Business Environment <ul style="list-style-type: none"> ➤ Business Environment - concept and importance. ➤ Dimensions of Business Environment - Economic, Social, Technological ➤ Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India. 	June
4	Unit-4	Planning <ul style="list-style-type: none"> ➤ Concept, importance and limitations. ➤ Planning process ➤ Single use and Standing Plans - Objectives, Strategy, Policy, Procedure, Method, 	June-July
5	Unit-5	Organising <ul style="list-style-type: none"> ➤ Concept and importance. ➤ Organizing Process. ➤ Structure of organization - functional and divisional. ➤ Formal and informal organization. ➤ Delegation: concept, elements and importance. ➤ Decentralization: concept and importance. 	July- August
6	Unit-6	Staffing <ul style="list-style-type: none"> ➤ Concept and importance of staffing . ➤ Staffing as a part of Human Resource Management ➤ Staffing process : 	August- September

		<p>Recruitment - sources Selection - process</p> <ul style="list-style-type: none"> ➤ Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship 	
7	Unit-7	<p>Directing</p> <ul style="list-style-type: none"> ➤ Concept and importance ➤ Elements of Directing <ul style="list-style-type: none"> - Supervision - concept, functions of a supervisor. - Motivation - concept, Maslow's hierarchy of needs; Financial and nonfinancial incentives. - Leadership - concept, styles – authoritative, democratic and laissez faire. - Communication - concept , formal and informal communication; barriers to effective communication, how to overcome the barriers. 	September
8	Unit-8	<p>Controlling</p> <ul style="list-style-type: none"> ➤ Concept, nature and importance ➤ Relationship between planning and controlling ➤ Steps in the process of control 	September
S.A.-I			
9	Unit-9	<p>Financial Management</p> <ul style="list-style-type: none"> ➤ 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. 	October
10	Unit-10	<p>Financial Markets</p> <ul style="list-style-type: none"> ➤ 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. 	October- November
11	Unit-11	<p>Marketing Management</p>	November

		<ul style="list-style-type: none"> ➤ Marketing - concept and functions. ➤ Marketing management philosophies. ➤ Marketing Mix - concept <ul style="list-style-type: none"> - 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. 	
12	Unit-12	<p>Consumer Protection</p> <ul style="list-style-type: none"> ➤ Concept and importance of consumer protection. ➤ Consumer Protection Act 1986 <ul style="list-style-type: none"> - Meaning of consumer and consumer protection. - Rights and responsibilities of consumers - Who can file a complaint and against whom? - Redressal machinery. ➤ Consumer awareness - Role of consumer organizations and NGO's . 	November
		Part C : Project Work & Revision	

MONTH WISE SYLLABUS XII(2017-2018)

ENTREPRENEURSHIP (066)

Sl.No.	Unit	Name and Contents	Month
1.	Unit-1	Unit 1: Entrepreneurial Opportunities <ul style="list-style-type: none"> · Sensing Entrepreneurial Opportunities · Environment Scanning · Problem Identification · Spotting Trends · Creativity and Innovation · Selecting the Right Opportunity 	April
2.	Unit-2	Unit 2: Entrepreneurial Planning <ul style="list-style-type: none"> · Forms of Business Entities - Sole proprietorship, Joint Stock Company, etc. · Business Plan · Organisational plan · Operational plan and production plan · Financial plan · Marketing Plan · Human Resource Planning · Creating the Plan · Formalities for starting a business 	May June
3.	Unit-3	Unit 3: Enterprise Marketing <ul style="list-style-type: none"> · Goals of Business; Goal Setting. SMART Goals · Marketing and Sales strategy · Branding - Business name, logo, tag line · Promotion strategy · Negotiations - Importance and methods · Customer Relations · Employee and Vendor Management · Business Failure - Reasons 	July- August
4	Unit-4	Unit 4: Enterprise Growth Strategies <ul style="list-style-type: none"> · Franchising · Merger and Acquisition · Moving up the Value Chain and Value Addition 	August- September
5	Unit-5	Unit 5: Business Arithmetic <ul style="list-style-type: none"> · Unit of Sale, Unit Cost for multiple products or services · Break even Analysis for multiple products or services · Importance and use of cash flow projections · Budgeting and managing the finances · Computation of working capital · Inventory control and EOQ · Return on Investment (ROI) and Return on Equity (ROE) 	October
6	Unit-6	Unit 6: Resource Mobilization <ul style="list-style-type: none"> · Angel Investor · Venture Capital Funds · Stock Market - raising funds · Specialized Financial Institutions 	November
		Part C : Project Work & Revision	

