

MONTH WISE SYLLABUS (2018-19)		XII	
BUSINESS STUDIES (054)			
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. ➤ Demonetization concept and features 	May
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, 	May- June
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. 	June

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 : <ul style="list-style-type: none"> Recruitment - sources Selection - process ➤ Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship and internship 	July
7	Unit-7	Directing <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. 	July
8	Unit-8	Controlling <ul style="list-style-type: none"> ➤ Concept, nature and importance ➤ Relationship between planning and controlling ➤ Steps in the process of control 	August
S.A.-I			
9	Unit-9	Financial Management <ul style="list-style-type: none"> ➤ Concept, role 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. 	August

10	Unit-10	Financial Markets <ul style="list-style-type: none"> ➤ Financial Markets: concept and types. ➤ Money market and its instruments. ➤ Capital market and its types (primary and secondary), methods of flotation in primary market. ➤ Stock Exchange - functions and trading procedure. Depository Services and D'mat Account. ➤ Securities and Exchange Board of India (SEBI) - objectives and functions. 	August-September
11	Unit-11	Marketing Management <ul style="list-style-type: none"> ➤ Selling and Marketing - Concept ➤ Marketing - concept and functions. ➤ Marketing management philosophies. ➤ Marketing Mix - concept <ul style="list-style-type: none"> - Product - concept, branding, labelling 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. 	September-October
12	Unit-12	Consumer Protection <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. -Remedies available ➤ Consumer awareness - Role of consumer organizations and NGO's . 	November
		Part C : Project Work	November

