Syallabus (2020-2021)
Business Studies
Class-XII

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.
- Demonetization - concept and features.
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India.

Unit 4 : Planning

- Concept, importance and limitation
- Planning process
- Single use and standing plans-Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme.

Unit 5 : Organising

- Concept and importance
- Organising Process
- Structure of organisation- functional and divisional concept. Formal and informal organisation- concept
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Unit 6 : Staffing

- Concept and importance of staffing
- Staffing as a part of Human Resource Management concept
- 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

- 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; barriers to effective communication, how to overcome the barriers.

Unit 8 : Controlling

- Controlling - Concept and importance.
- Relationship between planning and controlling.
- Steps in process of control.

Part B: Business Finance and Marketing

Unit 9 : Financial Management

- Concept, role and objectives of Financial Management.
- 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 and its types (primary and secondary), methods of floatation in the primary market.
- Stock Exchange - Functions and trading procedure.
- Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11 : Marketing

- Marketing – Concept, functions and philosophies.
- Marketing Mix – Concept and elements.
- Product - branding, labelling and packaging – Concept.
- Price - Concept, Factors determining price.
- Physical Distribution – concept, components and channels of distribution.
- Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations.

Unit 12 : Consumer Protection

- Concept and importance of consumer protection.
- Consumer Protection Act 1986 : Meaning of consumer Rights and responsibilities of consumers.
- Who can file a complaint? Redressal machinery Remedies available.
- Consumer awareness - Role of consumer organizations and Non-Governmental Organizations (NGOs)

Unit 13 : Internal Assessment

Blue Print of Question Paper (Half Yearly Exam.)
Business Studies
CLASS–XII (2020-2021)

Part A Principles and Functions of Management

Unit	Chapter	Objective Type or MCQ	Short Ans.-I	Short Ans.-II	Long Ans.-I	Long Ans.-II	Marks
		1 Mark	3 marks	4 Marks	5 Marks	6 Marks	
1.	Nature and Significance of Management	1 (2)	3(1) or 3(1)	--	--	6(1) or (6(1)	11(4)
2.	Principles of Management	1(3)	3(1)	--	5(1) or (5(1)	--	11(5)
3.	Business Environment	1(4)	--	4(1) or 4(1)	--	--	8(5)
4.	Planning	1(2)	--	4(1)	5(1) or 5(1)	--	11(4)
5.	Organising	1(2)	3(1) or 3(1)	4)1)	--	--	9(4)
6.	Staffing	1(2)	--	--	5(1) or 5(1)	6(1) or 6(1)	13(4)
7.	Directing	1(2)	3(1)	--	--	6(1) or 6(1)	11(4)
8	Controlling	1(3)	3(1)	--	--	--	6(4)
	Total	**1(20)**	**3(5)**	**4(3)**	**5(3)**	**6(3)**	**80(34)**

Internal Assessment : 20 Marks

Blue Print of Question Paper (Final Exam.)

Business Studies

CLASS–XII (2020-2021)

Part A Principles and Functions of Management

Unit	Chapter	Objective Type or MCQ	Short Ans.-I	Short Ans.-II	Long Ans.-I	Long Ans.-II	Marks
		1 Mark	3 marks	4 Marks	5 Marks	6 Marks	
1.	Nature and Significance of Management	1 (1)	3(1) or 3(1)	--	--	--	4(2)
2.	Principles of Management	1(2)	--	--	5(1) or (5(1)	--	7(3)
3.	Business Environment	1(1)	--	4(1) or 4(1)	--	--	5(2)
4.	Planning	1(1)	--	--	5(1) or 5(1)	--	6(2)
5.	Organising	1(1)	3(1) or 3(1)	4(1)	--	--	8(3)
6.	Staffing	1(2)	--	--	--	6(1) or 6(1)	8(3)
7.	Directing	1(2)	--	--	--	6(1) or 6(1)	8(3)
8	Controlling	1(1)	3(1)	--	--	--	4(2)
Total		**1(11)**	**3(3)**	**4(2)**	**5(2)**	**6(2)**	**50(20)**

Part- B Business Finance and Markting

Unit	Chapter	Objective Type or MCQ 1 Mark	Short Ans.-I 3 marks	Short Ans.-II 4 Marks	Long Ans.-I 5 Marks	Long Ans.-II 6 Marks	Marks
9.	Financial Management	1(3)	--	--	5(1) or 5(1)	--	8(4)
10.	Financial Markets	1(1)	--	--	--	6(1) or 6(1)	7(2)
11.	Markting Management	1(3)	3(1)	4(1) or 4(1)	--	--	10(5)
12.	Consumer Protection	1(2)	3(1)	--	--	--	5(3)
	Total	**4(9)**	**3(2)**	**4(1)**	**5(1)**	**6(1)**	**30(14)**

Part- C : Internal Assessment : 20 Marks