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FOR PUNJAB CLASS 12 PREPARATION

PSEB 12th Class Syllabus 2027 Business Studies

EXAM	YEAR	TYPE	SUBJECT
Punjab Class 12	2027	Syllabus	Business Studies

BUSINESS STUDIES
CLASS-XII
Session: 2026-27

Time: 3 Hrs

Theory: 80 Marks
INA: 20 Marks
Total: 100 Marks

SYLLABUS

PART- I : PRINCIPLES AND FUNCTIONS OF MANAGEMENT

Unit 1: Nature and Significance of Management

- Management: Concept, Characteristics, Objectives and Importance
- Nature - Management as Science, Art and Profession
- Levels of Management
- Management functions: planning, organizing, staffing, directing and controlling
- Coordination - The Essence of Management
- Coordination: Characteristics and Importance
- Management in the twenty-first Century.

Unit 2: Principles of Management

- Principles of Management: Concept, Nature and Significance
- Taylor's Scientific management: Principles and Techniques
- Fayol's Principles of Management
- Fayol Versus Taylor - A Comparison.

Unit 3: Business Environment

- Business Environment: Meaning and Importance
- Dimensions of Business Environment: Economic, Social, Technological, Political and Legal Environment
- Economic Environment in India: Liberalisation, Privatisation and Globalisation in India
- Demonetisation: Features and Impact.

Unit 4: Planning

- Planning: Introduction, Concept, Importance, Features and Limitations
- Planning Process
- Types of Plans: Single use and Standing plans, Objectives, Strategy, Policy, Procedure, Method, Rules, Programs and Budget.

Unit 5: Organising

- Organising: Meaning and Importance
- Organising Process
- Organisation Structure - Functional Structure and Divisional Structure. Formal Organisation and Informal Organisation
- Delegation: Concept, Elements and Importance
- Decentralization: Concept and Importance
- Delegation and Decentralisation: A Comparative view.

Unit 6: Staffing

- Staffing: Introduction, Meaning and Importance
- Staffing as a part of Human Resource Management - Concept
- Staffing Process
- Recruitment: Concept and Sources
- Selection: Concept and Process
- Training and Development: Concept and Importance, Training Methods: On the Job Methods and Off the Job Methods.

Unit 7: Directing

- Directing: Introduction, Meaning, Characteristics, Importance and Principles

Elements of Direction

- Supervision: Concept and Importance
- Motivation: Concept, Importance, Maslow's Need Hierarchy Theory, Financial and Non-Financial Incentives

- Leadership: Concept, Features, Importance, Leadership Styles - Autocratic, Democratic and laissez Faire
- Communication: Concept, Process, Importance, Formal and Informal Communication; Barriers to Effective Communication, Measures to Overcome the Barriers.

Unit 8: Controlling

- Controlling: Meaning, Importance and Limitations
- Relationship Between Planning and Controlling
- Controlling Process.

PART-B : BUSINESS FINANCE & MARKETING

Unit 9: Financial Management

- Business Finance: Introduction and Meaning
- Financial Management: Concept, Importance, Objectives
- Financial Decisions: Investment Decision, Factors Affecting Capital Budgeting Decision; Financing Decision, Factors Affecting Financing Decision; Dividend Decision, Factors Affecting Dividend Decision
- Financial Planning: Concept, Objectives, Importance
- Capital Structure: Concept and Factors Affecting the Choice of Capital Structure
- Fixed and Working Capital: Meaning, Management of Fixed Capital, Factors Affecting the Requirement of Fixed Capital; Working Capital: Meaning, Factors Affecting the Working Capital Requirements.

Unit 10: Marketing

- Marketing: Concept and Features
- Marketing Management: Concept, Process and Philosophies
- Functions of Marketing
- Marketing Mix – Concept and Elements
- Products: Concept, Classification, Branding: Related Terms and Characteristics; Packaging: Concept, Levels, Importance and Functions; Labelling: Concept and Functions
- Pricing: Concept, Factors Affecting Price Determination
- Physical Distribution: Concept and Components
- Promotion: Concept, Promotion Mix and Elements- Advertising, Personal Selling, Sales Promotion and Public Relations.

Unit 11: Consumer Protection

- Consumer Protection: Introduction and Importance
- Consumer Protection Act 2019: Meaning of Consumer, Consumer Rights, Consumers Responsibilities
- Ways and means of Consumer Protection
- Redressal Agencies under the Consumer Protection Act
- Relief Available
- Role of Consumer Organizations and NGOs

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