

12th CBSE BUSINESS STUDIES SYLLABUS**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, privatizations 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, labeling 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)