

# CBSE Business Studies Syllabus for Class 12

**Business Studies**

**Class-XII (2020-21)**

**Theory: 80 Marks**

**Duration: 3 Hours**

**Project: 20 Marks**

<b>Units</b>	<b>Topics</b>	<b>Marks</b>
<b>Part A</b>	Principles and Functions of Management	
1	Nature and Significance of Management	16
2	Principles of Management	
3	Business Environment	
4	Planning	14
5	Organising	
6	Staffing	20
7	Directing	
8	Controlling	
	Total	50
<b>Part B</b>	Business Finance and Marketing	
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
	Total	30
<b>Part C</b>	Project Work (One)	20

## 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

#### **Unit 4: Planning**

- Concept, importance and limitation
- Planning process

#### **Unit 5: Organising**

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

#### **Unit 6: Staffing**

- Concept and importance of staffing
- 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

### **Unit 8: Controlling**

- Controlling – Concept and importance
- 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
- 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

### **Unit 13: Project Work**

Thank You