

MONTH WISE SYLLABUS

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. 	June
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, 	June-July
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. 	July- August
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 : 	August- September

		<p>Recruitment - sources Selection - process</p> <ul style="list-style-type: none"> ➤ Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship 	
7	Unit-7	<p>Directing</p> <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. 	September
8	Unit-8	<p>Controlling</p> <ul style="list-style-type: none"> ➤ Concept, nature and importance ➤ Relationship between planning and controlling ➤ Steps in the process of control 	September
S.A.-I			
9	Unit-9	<p>Financial Management</p> <ul style="list-style-type: none"> ➤ Concept 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. 	October
10	Unit-10	<p>Financial Markets</p> <ul style="list-style-type: none"> ➤ Financial Markets: concept and types. ➤ Money market and its instruments. ➤ Capital market and its types (primary and secondary). ➤ Stock Exchange - functions and trading procedure. Depository Services and D'mat Account. ➤ Securities and Exchange Board of India (SEBI) - objectives and functions. 	October- November
11	Unit-11	<p>Marketing Management</p>	November

		<ul style="list-style-type: none"> ➤ Marketing - concept and functions. ➤ Marketing management philosophies. ➤ Marketing Mix - concept <ul style="list-style-type: none"> - Product - concept, branding, labeling 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. 	
12	Unit-12	<p>Consumer Protection</p> <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. ➤ Consumer awareness - Role of consumer organizations and NGO's . 	December
		Part C : Project Work & Revision	

XII B.ST

BUSINESS STUDIES (Code No. 054) **CLASS–XII (2016-17)** **MARKING SCHEME**

Unit	Name	S.A.1	S.A.-2
Part A Principles and Functions of Management			
Unit – 1	Nature and Significance of Management	26	16
Unit – 2	Principles of Management		
Unit – 3	Business Environment		
Unit – 4	Planning	22	14
Unit 5	Organising		
Unit – 6	Staffing		
Unit – 7	Directing	32	20
Unit – 8	Controlling		
Part B Business Finance and Marketing			
Unit – 7	Financial Management	-	15
Unit – 8	Financial Markets		
Unit -9	Marketing Management	-	15
Unit -10	Consumer Protection		
	Project Work	-	20
		80	100

	Mks---	1	3	4	5	6	Total marks
	Chap						
1	Nature and Significance of Management	1	-	1	1	1	16
2	Principles of Management						
3	Business Environment						
4	Planning	3	-		1	1	14
5	Organising						
6	Staffing						
7	Directing	1	2	2	1	-	20
8	Controlling						
9	Financial Management	1	2	2	-	-	15
10	Financial Markets						
11	Marketing Management	2	1	1	-	1	15
12	Consumer Protection						
	total						80

MARK ANALYSIS

MARKS	NO. OF QUESTION	TOT.(marks xno. Of question)
1	8	8
3	5	15
4	6	24
5	3	15
6	3	18
	25	80