



महात्मा गाँधी बोर्ड आफ सेकन्डरी & वोकेशनल एडुकेशन और ट्रेनिंग
**MAHATMA GANDHI BOARD OF SECONDARY &
VOCATIONAL EDUCATION AND TRAINING**
(Nationally Recognized, Legally Constituted Minority Institution)

Ref:

Date:

Business Studies Class 12 Syllabus

Course Structure

	Units	Marks
Part A	Principles and Functions of Management	
1	Nature and Significance of Management	16
2	Principles of Management	
3	Business Environment	
4	Planning	14
5	Organizing	
6	Staffing	20
7	Directing	
8	Controlling	
Part B	Business Finance and Marketing	
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
Part C	Project Work	20
	Total	100

Part A: Principles and Functions of Management

Unit I: Nature and Significance of Management

- Management - concept, objectives and importance
- Management as Science, Art and Profession
- Levels of management

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- Management functions - planning, organising, staffing, directing and controlling
- Coordination - concept, characteristics and importance

Unit 2: Principles of Management

- Principles of Management - concept, nature and significance
- Fayol's principles of management
- Taylor's Scientific Management - principles and techniques

Unit 3: Management and Business Environment

- Business Environment - concept and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.

Unit 4: Planning

- Concept, importance and limitations
- Planning process
- Single use and Standing Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Unit 5: Organising

- Concept and importance.
- Organizing Process.
- Structure of organization - functional and divisional.

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- Formal and informal organization.
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Date:

Unit 6: Staffing

- Concept and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process: Recruitment - sources; Selection - process
- Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training.

Unit 7: Directing

- Concept and importance
- Elements of Directing: - Supervision - concept, functions of a supervisor.; - 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

- Concept, nature and importance
- Relationship between planning and controlling
- Steps in the process of control



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Part B: Business Finance and Marketing

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Unit 9: Financial Management

- 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.

Unit 10: Financial Markets

- 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.

Unit 11: Marketing Management

- Marketing - concept and functions.
- Marketing management philosophies.
- Marketing Mix - concept
- Product - concept, branding, labeling and packaging. Price - factors determining price.
- Physical distribution- concept, channels of distribution: types, choice of channels.

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- 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.

Unit 12: Consumer Protection

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

Unit 13: Project Work

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