

## CBSE Class 12 Business Studies Syllabus 2020-21 (Revised)

Theory: 80 Marks

Project: 20 Marks

Duration: 3 Hours

Units	Chapters	Periods	Marks
Part A	Principles and Functions of Management		
1.	Nature and Significance of Management	12	16
2	Principles of Management	11	
3	Business Environment	08	
4	Planning	08	14
5	Organising	10	
6	Staffing	13	20
7	Directing	09	
8	Controlling	07	
	Total	78	50
Part B	Business Finance and Marketing		
9	Financial Management	20	15

10	Financial Markets	18	
11	Marketing Management	24	15
12	Consumer Protection	05	
	Total	67	30
Part C	Project Work (One)	20	20

## Part A: Principles and Functions of Management

### Unit 1: Nature and Significance of Management Concept

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

Planning: Concept, importance and limitation

Planning process

## Unit 5: Organising

Organising: Concept and importance

Structure of organisation- functional and divisional concept

Delegation: concept, elements and importance

Decentralization: concept and importance

## Unit 6: Staffing

Staffing: Concept and importance

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

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

Financial Management: Concept, role and objectives

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: Concept, types (primary and secondary), methods of floatation in the primary market

Stock Exchange – Meaning, Functions and trading procedure

Securities and Exchange Board of India (SEBI) - objectives and functions

## Unit 11: Marketing

Marketing – Concept, functions and philosophies – Product, Price and Standard

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

Consumer Protection: Concept

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