

Business Studies

	सीमित पाठ्यक्रम हेतु चयनित पाठ/उप विषय	किसी उपखंड को चयनित नहीं
Part A: Principles and Functions of Management		
Unit 1: Nature and Significance of Management		
Management - concept, objectives, and importance	<ul style="list-style-type: none"> Understand the concept of management. Explain the meaning of 'Effectiveness and Efficiency. Discuss the objectives of management. Describe the importance of management. 	
Management as Science, Art and Profession	<ul style="list-style-type: none"> Examine the nature of management as a science, art and profession. 	
Levels of Management	<ul style="list-style-type: none"> Understand the role of top, middle and lower levels of management 	
Management functions- planning, organizing, staffing, directing and controlling	<ul style="list-style-type: none"> Explain the functions of management 	

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Coordination- concept and importance	<ul style="list-style-type: none"> Discuss the concept and characteristics of coordination. Explain the importance of coordination. 	
Unit 2: Principles of Management		
Principles of Management- concept and significance	<ul style="list-style-type: none"> Understand the concept of principles of management. Explain the significance of management principles. 	
Fayol's principles of management	<ul style="list-style-type: none"> Discuss the principles of management developed by Fayol. 	
Taylor's Scientific management- principles and techniques	<ul style="list-style-type: none"> Explain the principles and techniques of 'Scientific Management'. 	
Unit 3: Business Environment		
Business Environment- concept and importance	<ul style="list-style-type: none"> Understand the concept of 'Business Environment'. Describe the importance of business environment 	
Dimensions of Business Environment- Economic, Social, Technological, Political and Legal	<ul style="list-style-type: none"> Describe the various dimensions of 'Business Environment'. 	<ul style="list-style-type: none"> Understand the concept of demonetization Examine the impact of government policy changes on business in India with reference to liberalisation, privatization and globalisation since 1991. Discuss the managerial response to changes in business environment.
Unit 4: Planning		
Planning: Concept, importance and limitation	<ul style="list-style-type: none"> Understand the concept of planning. Describe the importance of planning. Understand the limitations of planning. 	
Planning process	<ul style="list-style-type: none"> Describe the steps in the process of planning. 	<ul style="list-style-type: none"> Develop an understanding of single use and standing plans Describe objectives, policies, strategy, procedure, method, rule, budget and

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		programme as types of plans.
Unit 5: Organising		
Organising: Concept and importance	<ul style="list-style-type: none"> Understand the concept of organizing as a structure and as a process. Explain the importance of organising. 	
Organising Process	<ul style="list-style-type: none"> Describe the steps in the process of organizing 	
Structure of organisation- functional and divisional concept	<ul style="list-style-type: none"> Describe functional and divisional structures of organisation. 	<ul style="list-style-type: none"> Explain the advantages, disadvantages and suitability of functional and divisional structure. Understand the concept of formal and informal organisation. Discuss the advantages, disadvantages of formal and informal organisation.
Delegation: concept, elements and importance	<ul style="list-style-type: none"> Understand the concept of delegation. Describe the elements of delegation. Appreciate the importance of Delegation. 	
Decentralization: concept and importance	<ul style="list-style-type: none"> Understand the concept of decentralisation. Differentiate between delegation and decentralisation. 	<ul style="list-style-type: none"> Explain the importance of decentralisation.
Unit 6: Staffing		
Staffing: Concept and importance	<ul style="list-style-type: none"> Understand the concept of staffing. Explain the importance of staffing 	
Staffing process	<ul style="list-style-type: none"> Describe the steps in the process of staffing 	
Recruitment process	<ul style="list-style-type: none"> Understand the meaning and steps in the process of recruitment. Discuss the sources of recruitment. 	<ul style="list-style-type: none"> Explain the merits and demerits of internal and external sources of recruitment.
Selection - process	<ul style="list-style-type: none"> Understand the meaning of selection. 	

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	<ul style="list-style-type: none"> Describe the steps involved in the process of selection. 	
Training and Development - Concept and importance, Methods of training - on the job and off the job - vestibule training, apprenticeship training and internship training	<ul style="list-style-type: none"> Understand the concept of training and development. Appreciate the importance of training to the organisation and to the employees. Discuss on the job and off the job methods of training. 	<ul style="list-style-type: none"> Discuss the meaning of vestibule training, apprenticeship training and internship training. Differentiate between training and development.
Unit 7: Directing		
Directing: Concept and importance	<ul style="list-style-type: none"> Describe the concept of directing. Discuss the importance of directing 	
Elements of Directing	<ul style="list-style-type: none"> Describe the various elements of directing 	
Motivation - concept, Maslow's hierarchy of needs, Financial and non-financial incentives	<ul style="list-style-type: none"> Understand the concept of motivation. Discuss the various financial and non-financial incentives. 	<ul style="list-style-type: none"> Develop an understanding of Maslow's Hierarchy of needs.
Leadership - concept, styles - authoritative, democratic and laissez faire	<ul style="list-style-type: none"> Understand the concept of leadership. Understand the various styles of leadership. 	
Communication - concept, formal and informal communication;	<ul style="list-style-type: none"> Understand the concept of communication Discuss the concept of formal and informal communication. Discuss the various barriers to effective communication. 	<ul style="list-style-type: none"> Understand the elements of the communication process. Suggest measures to overcome barriers to communication.
Unit 8: Controlling		
Controlling - Concept and importance	<ul style="list-style-type: none"> Understand the concept of controlling. Explain the importance of controlling. 	
Steps in process of control	<ul style="list-style-type: none"> Discuss the steps in the process of 	

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	controlling.	
Part B: Business Finance and Marketing Unit 9: Financial Management		
Financial Management: Concept, role and objectives	<ul style="list-style-type: none"> Understand the concept of financial management. Explain the role of financial management in an organisation. 	<ul style="list-style-type: none"> Discuss the objectives of financial management
Financial decisions: investment, financing and dividend- Meaning and factors affecting	<ul style="list-style-type: none"> Discuss the three financial decisions and the factors affecting them. 	
Financial Planning - concept and importance	<ul style="list-style-type: none"> Describe the concept of financial planning. Explain the importance of financial planning. 	
Capital Structure – concept and factors affecting capital structure	<ul style="list-style-type: none"> Understand the concept of capital structure. 	<ul style="list-style-type: none"> Describe the factors determining the choice of an appropriate capital structure of a company.
Fixed and Working Capital - Concept and factors affecting their requirements	<ul style="list-style-type: none"> Understand the concept of fixed and working capital. Describe the factors determining the requirements of fixed and working capital. 	
Unit 10: Financial Markets		
Financial Markets: Concept, Functions and types	<ul style="list-style-type: none"> Understand the concept of financial market. Explain the functions of financial market. 	<ul style="list-style-type: none"> Understand capital market and money market as types of financial markets.

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Money market and its instruments	<ul style="list-style-type: none"> Understand the concept of moneymarket. Describe the various money market instruments. 	
Capital market: Concept, types (primary and secondary), methods of floatation in the primary market	<ul style="list-style-type: none"> Discuss the concept of capitalmarket. Explain primary and secondary markets as types of capitalmarket. Differentiate between capital market and money market. 	<ul style="list-style-type: none"> Discuss the methods of floating new issues in the primarymarket. Distinguish between primary and secondarymarkets.
Stock Exchange – Meaning, Functions and trading procedure	<ul style="list-style-type: none"> Give the meaning of a stockexchange. Explain the functions of a stock exchange. 	<ul style="list-style-type: none"> Discuss the trading procedure in a stock exchange. Give the meaning of depository services and demat account as used in the trading procedure of securities.
Securities and Exchange Board of India (SEBI) - objectives and functions	<ul style="list-style-type: none"> State the objectives of SEBI. 	<ul style="list-style-type: none"> Explain the functions of SEBI.
Unit 11: Marketing		
Marketing – Concept, functions and philosophies – Product, Price and Standard	<ul style="list-style-type: none"> Understand the concept of marketing. Discuss the functions of marketing. 	<ul style="list-style-type: none"> Explain the marketing philosophies.
Marketing Mix – Concept and elements	<ul style="list-style-type: none"> Understand the concept of marketingmix. Describe the elements of marketingmix. 	
Product - branding, labelling and packaging – Concept	<ul style="list-style-type: none"> Understand the concept of product as an element of marketingmix. Understand the concepts of branding, labelling and packaging. 	

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Price - Concept, Factors determining price	<ul style="list-style-type: none"> Understand the concept of price as an element of marketingmix. 	<ul style="list-style-type: none"> Describe the factors determining price of a product.
Physical Distribution – concept	<ul style="list-style-type: none"> Understand the concept of physical distribution. 	<ul style="list-style-type: none"> Explain the components of physical distribution. Describe the various channels of distribution.
Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations	<ul style="list-style-type: none"> Understand the concept of promotion as an element of marketingmix. Understand the concept of sales promotion. 	<ul style="list-style-type: none"> Describe the elements of promotionmix. Understand the concept of advertising and personalselling Discuss the concept of publicrelations.
Unit 12: Consumer Protection		
Consumer Protection: Concept	<ul style="list-style-type: none"> Understand the concept of consumer protection. 	<ul style="list-style-type: none"> Describe the importance of consumer protection. Discuss the scope of Consumer Protection Act, 1986
Consumer Protection Act 1986: Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available	<ul style="list-style-type: none"> Understand the concept of a consumer according to the Consumer protection Act 1986. Discuss the scope of Consumer Protection Act, 1986 Explain the consumer rights Understand the responsibilities of consumers 	<ul style="list-style-type: none"> Describe the role of consumer organizations and NGOs in protecting consumers' interests. Understand who can file a complaint and against whom? Discuss the legal redressal machinery under Consumer protection Act 1986. Examine the remedies available to the consumer under Consumer protection Act 1986.