

BUSINESS STUDIES

Course Structure

Parts/Units	Topics	Marks
Part A	Principles & Functions of Management	50
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 & Marketing	50
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
Part C	Project Work	20
Total (Part A + Part B + Part C)		100

Course Syllabus

Part A: Principles and Functions of Management

Unit I: Nature and Significance of Management

- Management:
 - Concept
 - Objectives

- Importance
- Management as:
 - Science
 - Art
 - Profession
- Levels of management
- Management functions:
 - Planning
 - Organising
 - Staffing
 - Directing
 - Controlling
- Coordination:
 - Concept
 - Characteristics
 - Importance

Unit 2: Principles of Management

- Principles of Management:
 - Concept
 - Nature
 - Significance
- Fayol's principles of management
- Taylor's Scientific Management:
 - Principles
 - Techniques

Unit 3: Management and Business Environment

- Business Environment:

- Concept
- Importance
- Dimensions of Business Environment:
 - Economic
 - Social
 - Technological
 - Political
 - Legal
- Impact of Government policy changes on business with special reference to:
 - Liberalization
 - Privatization
 - Globalisation in India.

Unit 4: Planning

- Planning:
 - Concept
 - Importance
 - Limitations
- Planning process
- Single use and Standing Plans:
 - Objectives
 - Strategy
 - Policy
 - Procedure
 - Method
 - Rule
 - Budget
 - Programme

Unit 5: Organising

- Concept and importance
- Organizing Process
- Structure of organization:
 - Functional
 - Divisional
- Formal and informal organization
- Delegation: concept, elements and importance
- Decentralization: concept and importance

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

Part B: Business Finance and Marketing

Unit 9: Financial Management

- Concept and objectives of financial management
- Financial decisions:
 - Investment
 - Financing
 - Dividend
 - Factors affecting
- Financial planning:
 - Concept
 - Importance
- Capital Structure:
 - Concept
 - Factors affecting
- Fixed and Working Capital:
 - Concept
 - Factors affecting (their requirements)

Unit 10: Financial Markets

- Financial Markets:
 - Concept
 - 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
 - Functions

Unit 11: Marketing Management

- Marketing:
 - Concept
 - Functions
- Marketing management philosophies
- Marketing Mix:
 - Concept
- Product:
 - Concept
 - Branding
 - Labeling
 - 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

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)