

TERM WISE SYLLABUS

SESSION-2018-19

CLASS-XII

SUBJECT-BUSINESS STUDIES

TERM-1 (APRIL 18 TO SEPTEMBER 18)

CONTENTS

Part A: Principles and Functions of Management

Unit I: Nature and Significance of Management

- Management – concept(meaning and features), objectives and importance
- Management as Science, Art and Profession
- Levels of management
- Management functions - planning, organizing, staffing, directing and controlling
- Coordination - concept, Characteristics 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: Management and Business Environment

- Business Environment - concept and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Demonetization- concept and features
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalization 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: Organizing

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

- Concept and importance
- Elements of Directing: Supervision, Motivation, Leadership and communication.
 - 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 and how to overcome the barriers.

Unit 8: Controlling

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

**Revision Unit 1 to 8
Ist Term Exam**

Second term (October 2018 to February 2019)

Part B: Business Finance and Marketing

Unit 9: Financial Management

- Concept, role and objectives of financial management.
- Financial decisions: Investment, Financing and Dividend
 - :- Meaning and factors affecting.
- Financial planning - concept and importance.
- Capital Structure - concept.
- Fixed and Working Capital - concept and factors affecting their requirement

Unit 10: Financial Markets

Financial markets: Concepts, functions and types

- Money market and its instruments.
- Capital market and its types (primary and secondary), methods of flotation in the primary market.
- Stock Exchange - functions and trading procedure.
- Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11: Marketing Management

- Selling and Marketing –Concept.
- Marketing Management - concept
- Marketing functions.
- Marketing management philosophies.
- Marketing Mix - concept and elements
- Product - Branding, labeling and packaging-Concept.
- Price - Concept and factors determining price.
- Physical distribution- concept and components; 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.
- 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).

Project Work (As per CBSE guidelines)

Revision Unit 1 to 12 With last year Board Papers and support

Material issued by DOE, Delhi
Pre-Board

**Revision with Last Year Board Papers and Support Material
Issued By DOE, Delhi**

NOTE: SYLLABUS SHOULD BE COMPLETED BY NOVEMBER 2018.

Common Annual School Examination

**CLASS–XII (2018-19)
COURSE STRUCTURE**

One Paper

3 Hours

Theory: 80 Marks
Project: 20 Marks

Units		Periods	Marks
Part A	Principles and Functions of Management		
1.	Nature and Significance of Management	14	16
2	Principles of Management	14	
3	Business Environment	12	
4	Planning	14	14
5	Organising	18	
6	Staffing	16	20
7	Directing	18	
8	Controlling	14	
		120	50
Part B	Business Finance and Marketing		
9	Financial Management	22	15
10	Financial Markets	20	
11	Marketing Management	32	15
12	Consumer Protection	16	
Part C	Project Work (One)	30	20
		120	50

QUESTION PAPER DESIGN YEAR 2018-19

BUSINESS STUDIES			Code No. 054					CLASS XII	
S N	Typology of Questions	Learning Outcomes & Testing Skills	Time: 3 hrs					Max. Marks – 80	
			Very Short Answer (VSA) (1 Mark)	Short Answ er -I (SA-I) (3 Mark s)	Short Answer -II (SA-II) (4 Marks)	Long Answer (LA) (5 Marks)	Essay Type (6 Marks)	Total Marks	% Wei ghta ge
1.	Remembering- (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)		2	1	1	1	-	14	17%
2.	Understanding- (Comprehension –to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		2	2	1	-	1	18	23%
3.	Application- (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)	<ul style="list-style-type: none"> • Reasonin g • Analytica l Skills • Critical Skills 	2	1	1	1	1	20	25%
4.	High Order Thinking Skills- (Analysis & SynthesisClassify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources)		2	1	2	-	1	19	24%
5.	Evaluation- (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	-	1	1	-	09	11%
TOTAL - 1 project (20 Marks)			8×1=8	5×3=15	6×4= 24	3×5= 15	3×6= 18	80(25) project (20)	100 %
Estimated Time (in minutes)			8 min	27 min	30 min	40 min	60 min	165 min+15 min for revision	