

BUSINESS STUDIES
REVISED SYLLABUS FOR HIGHER SECONDARY SECOND YEAR COURSE.

Theory: 80 marks
Project: 20 Marks

Time: Three Hours.

Unit wise Distribution of Marks & Periods:

Units	Topics	Marks	Periods
Part-A	Principles and Function of Management		
Unit-1	Nature and Significance of Management	06	15
Unit-2	Principles of Management	06	15
Unit-3	Business Environment	06	15
Unit-4	Planning	06	15
Unit-5	Organising	08	15
Unit-6	Staffing	06	15
Unit-7	Directing	08	15
Unit-8	Controlling	06	10
Part-B	Business Finance and Marketing		
Unit-9	(a) Financial Management	06	15
	(b) Financial Markets	08	15
Unit-10	Marketing Management	08	15
Unit-11	Consumer Protection	06	10
	Total (Theory)	80	
Part-C	PROJECT WORK	20	20
	Total (Theory +Project)	100	190

Unit wise Distribution of Course Contents:-

Part-A: Principles and Functions of Management.

Unit-1: Nature and Significance of Management: Marks: 06

- ❖ Management- concept, objectives and importance.
- ❖ Management as Science, Art and Profession.
- ❖ Levels of Management.
- ❖ Management Functions- planning, organising, staffing, directing and controlling.
- ❖ Co-ordination- Concept and importance.

Unit-2: Principles of Management: Marks-06

- ❖ Principles of Management- Concept and significance.
- ❖ Fayol's Principles of Management.
- ❖ Taylor's Scientific Management- Principles and Techniques.

Unit-3: Business Environment: Marks-06

- ❖ Business Environment- Concept and importance.
- ❖ Dimensions of Business Environment- Economic, Social, Technological, Political and Legal.
- ❖ Economic Environment in India.
- ❖ Demonetization- Concept and Features.

Unit-4: Planning: Marks-06

- ❖ Concept, Importance, Features and Limitations.
- ❖ Planning process.
- ❖ Single use and Standing Plans- Objective, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Unit-5: <u>Organising:</u>	Marks-08
<ul style="list-style-type: none"> ❖ Concept and importance. ❖ Organising Process. ❖ Structure of Organisation –Functional and Divisional. ❖ Formal and Informal organisation- Concept. ❖ Delegation- Concept, elements and importance. ❖ Decentralisation- Concept and importance. 	
Unit-6: <u>Staffing:</u>	Marks-06
<ul style="list-style-type: none"> ❖ Concept and importance of staffing. ❖ Staffing as a part of Human Resource Management Concept. ❖ Staffing process. ❖ Recruitment Process and Sources. ❖ 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: <u>Directing:</u>	Marks-08
<ul style="list-style-type: none"> ❖ 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, barriers of effective communication, how to overcome the barriers. 	
Unit-8: <u>Controlling:</u>	Marks-06
<ul style="list-style-type: none"> ❖ Controlling-Concept, Importance and Limitations. ❖ Relationship between planning and controlling. ❖ Steps in process in control. 	
Part-B: <u>Business Finance and Marketing.</u>	
Unit-9: (a) <u>Financial Management:</u>	Marks-06
<ul style="list-style-type: none"> ❖ 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 and factors affecting Capital Structure. ❖ Fixed and Working Capital- Concept and factors affecting their requirements. 	
(b) <u>Financial Markets:</u>	Marks-08
<ul style="list-style-type: none"> ❖ Financial Market- Concept. ❖ Money Market- Meaning. ❖ Capital Market and its types (primary and secondary). ❖ Stock Exchange- Functions and trading procedure. ❖ Securities and Exchange Board of India (SEBI) – Objectives and Functions. 	
Unit-10: <u>Marketing:</u>	Marks-08
<ul style="list-style-type: none"> ❖ Marketing- Meaning, functions and philosophies. ❖ Marketing Mix- Concept and elements. ❖ Product- Branding, Labelling and Packaging-Concept. ❖ Price- Concept, Factors determining price. ❖ Physical distribution- Concept, Components and Channels of distribution. ❖ Promotion-Concept and elements, Advertising, Personal selling, Sales promotion and publicity. 	
Unit-11: <u>Consumer Protection:</u>	Marks-06
<ul style="list-style-type: none"> ❖ Concept and importance of consumer protection. ❖ The Consumer Protection Act 2019- Meaning of Consumer, Rights and Responsibilities of Consumers, Who can file a complaint. Redressal machinery, remedies available. ❖ Consumer awareness- Role of consumer organisation and Non Govt. Organisations (NGOs). 	

BUSINESS STUDIES
PROJECT WORK FOR HIGHER SECONDARY SECOND YEAR COURSE.

Project Work -

20 Marks.

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|-----------------------|----------|
| ➤ Project Preparation | 12 Marks |
| ➤ Project VIVA VOCE | 08Marks |

Format for Project Work of the subject Business Studies (H.S. Second Year)

Cover Page:-

1. Title of the Project.
2. Information of the student
(Name, Roll No, Registration No, Year)
3. Name of the Supervisor/Guide.
4. Name of the Institution.
5. Year.

Second Page: - Acknowledgement.

Third Page: - Declaration by the students.

Forth Page: - Certificate from Head of the Institution/Department.

Fifth Page: - Contents/Index.
Main text of the project
References /Bibliography.

The project work for H.S. Second Year students may include topics like:

1. (i) Study on product branding/advertisement.
(ii) Internet/Social media as an advertisement media.
2. Environment related.
3. Visit to SHG units; Collect information on production, finance and marketing etc.
4. Study on application of principles of management in organisation.
5. Visit to dairy units and collection of information on production, processing, marketing, distribution as applicable.
6. Agricultural marketing in rural areas and role of middlemen.
7. Study on staffing pattern of organisation involved in services/manufacturing/educational institution/government departments.
8. Preparation of a plan in starting of a business enterprise.
9. Study on sources of recruitment by an organisation.
10. Online trading in stock markets.