

ATOMIC ENERGY CENTRAL SCHOOL -3, RAWATBHATA
SPLIT UP SYLLABUS : Year 2020-21

BUSINESS STUDIES

CLASS : XII

| SR.NO. | MONTH | UNIT | DETAILED SPILT UP | TOTAL NO. OF PERIODS |
|--------|--------|--|---|----------------------|
| 1. | April | Nature and Significance of Management | Management -concept, objectives, and importance Concept includes meaning and features Management as Science, Art and Profession Levels of Management functions- planning, organizing, staffing, directing and controlling. Coordination- concept and importance. | 14 |
| 2. | May | Principles of Management & Business Environment | Principles of Management - concept and significance Fayol's principles of management Taylor's Scientific management- principles and techniques. Business Environment - concept and importance. Dimensions of Business Environment- Economic, Social, Technological, Political and Legal. | 20 |
| 3. | June | Business Environment | Business Environment - Impact of Government policy changes on business with special reference to liberalization, privatization and globalization in India | 20 |
| | | Planning | Concept , importance and limitation. Planning process, Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme. | |
| 4. | July | Organizing | Concept and importance. Organizing Process, Structure of organization- functional and divisional concept. Formal and informal organization- concept. Delegation: concept, elements and importance, Decentralization: concept and importance. | 18 |
| 5. | | 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- Induction training, vestibule training, apprenticeship training and internship training. | 16 |
| 6. | August | Directing | Concept and importance. Elements of Directing. Supervision –concept, function 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. | 18 |
| 7. | | Controlling | Concept and importance. Relationship between planning and controlling. Steps in process of | 14 |

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|----|--------------------|-----------------------------|--|-----------|
| | | | control. | |
| 8. | September | 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 requirements. | 22 |
| 9. | | Financial Markets | Financial Markets: Concept, Functions and types. Money market and its instruments. Capital market and its types (primary and secondary), methods of floatation in the primary market. Stock Exchange- Functions and trading procedure. Securities and Exchange Board of India (SEBI) - objectives and functions. | 20 |
| 10 | October & November | 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, Factors determining price. | 32 |
| | | | 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. | |
| 11 | | 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 against whom? Redressal machinery Remedies available. Consumer awareness- Role of consumer organizations and Non-Governmental Organizations (NGOs). | 16 |