

- (iii) Cooperative Consumer Stores
- (iv) Dairy Cooperatives.
- (v) Housing Cooperatives
- (vi) Marketing Cooperatives
- (xi) Study of a small business unit regarding source of finance.
- (xii) Study of nature of small traders (like hawkers and pedlars in a specific locality) with reference to types of goods, capital investment, turnover.
- (xiii) Study of weekly bazaar in a locality.
- (xiv) Study of franchise retail store.
- (xv) Study of export/import procedure of any article.
- (xvi) Problems of women entrepreneurs in business.
- (xvii) Survey of waste/garbage disposal by a business enterprise
- (xviii) Study of pavement trade.

Prepare a scrapbook and collect articles on the changing role of public sector and any other topics related to the syllabus.

Marks may be suitably distributed over the different parts of the Project Report-

1. Objectives
2. Methodology
3. Conclusions - findings and suggestions

CLASS XII

One Paper

3 Hours

100 Marks

Unitwise Weightage

Units	Periods	Marks
Part A : Principles and Functions of Management		
1. Nature and Significance of Management	14	7
2. Principles of Management	14	7
3. Management and Business Environment	10	5
4. Planning	14	7
5. Organizing	16	10
6. Staffing	16	8
7. Directing	22	10
8. Controlling	14	6
	<u>120</u>	<u>60</u>

Part B: Business Finance and Marketing

9.	Financial Management	22	12
10.	Financial Markets	20	8
11.	Marketing Management	30	14
12.	Consumer Protection	16	6
		88	40

Part A: Principles and Functions of Management**Unit I: Nature and significance of Management (Periods 14)**

- Management - concept, objectives, importance
- Management as Science, Art, Profession.
- Levels of management
- Management functions - planning, organizing, staffing, directing and controlling
- Coordination - characteristics and importance

Unit 2: Principles of Management (Periods 14)

- Principles of Management - concept, nature and significance
- Fayol's principles of management
- Taylor's Scientific Management - principles and techniques

Unit 3: Management and Business Environment (Periods 10)

- Business Environment - importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to adoption of the policies of liberalization, privatization and globalisation

Unit 4: Planning (Periods 14)

- Concept, features, importance, limitations
- Planning process
- Types of Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit 5: Organising

(Periods 16)

- Concept and importance.
- Steps in the process of organising.
- Structure of organization - functional and divisional.
- Formal and informal organization.
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Unit 6: Staffing

(Periods 16)

- Concept and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process
 - Recruitment - meaning and sources
 - Selection - process
- Training and Development - Concept and importance. Methods of training

Unit 7: Directing

(Periods 22)

- Concept and importance
- Elements of Directing
 - Supervision - concept and role
 - Motivation - concept, Maslow's hierarchy of needs; Financial and non-financial incentives.
 - Leadership - concept ; qualities of a good leader
 - Communication - concept , formal and informal communication; barriers to effective communication.

Unit 8: Controlling

(Periods 14)

- Concept and importance
- Relationship between planning and controlling
- Steps in the process of control
- Techniques of controlling : budgetary control,

Part B : Business Finance and Marketing

Unit 9: Financial Management

(Periods 22)

- Concept, importance, objectives of financial management
- Financial decisions : factors affecting
- Financial planning - concept and importance.
- Capital Structure - concept and factors affecting
- Fixed and Working Capital - concept and factors affecting its requirements.

Unit 10: Financial Markets

(Periods 20)

- Concept of Financial Market: Money Market and its instruments.
- Capital market and types - primary and secondary market.
- Stock Exchange - functions, Trading Procedure, NSEI, OCTEI.
- Securities and Exchange Board of India (SEBI)- Objectives and Functions.

Unit 11: Marketing Management

(Periods 30)

- Marketing - concept, functions and role, marketing and selling
- Marketing management philosophies.
- Marketing mix - elements
 - Product - nature, classification, branding, labeling and packaging
 - Price - Factors determining fixation of price
 - Physical distribution: Elements; Channels of distribution : types, function, choice of channels
 - Role of Promotion - Elements of promotion mix; Advertising - concept, merits and limitations, objections against advertising. Personal selling - concept, importance; Sales promotion - concept, merits, limitations, methods ; Publicity - concept and importance.

Unit 12: Consumer Protection

(Periods 16)

- Importance of consumer protection
- Consumer rights
- Consumer responsibilities
- Ways and means of consumer protection - Consumer awareness and legal redressal with reference to Consumer Protection Act.
- Role of consumer organizations and NGOs.

Recommended text books :

1. Business Studies-I, Class XI, Published by NCERT
2. Business Studies - II, Class XII, — do —

(The above text books are also available in Hindi medium).