



DRAVID OPEN SECONDARY AND HIGHER SECONDARY EDUCATION COUNCIL

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SYLLABUS BUSINESS STUDIES

CLASS 12 BUSINESS STUDIES SYLLABUS

Part A: Principles and Functions of Management

Unit 1: Nature and Significance of Management

- Meaning, Characteristics of Management
- Objectives of Management
- Importance of Management
- Coordination: Meaning and importance

Unit 2: Principles of Management

- Concept of Principles of Management
- Significance of Management Principles
- Fayol's Principles of Management
- Taylor's Scientific Management (principles and techniques)

Unit 3: Business Environment

- Concept and Importance
- Dimensions of Business Environment (economic, social, technological, political, legal)
- Impact of Government Policy changes on Business with reference to liberalization, privatization, globalization

Unit 4: Planning

- Concept, Importance, and Limitations
- Planning Process

Unit 5: Organising

- Concept and Importance
- Organising Process
- Structure of Organisation (functional and divisional)
- Formal and Informal Organisation

- Delegation: Concept, importance, elements
- Decentralisation: Concept, importance

Unit 6: Staffing

- Concept and Importance
- Staffing as part of Human Resource Management
- Staffing process
- Recruitment, Selection, Training and Development

Unit 7: Directing

- Concept and Importance
- Elements of Directing: Supervision, Motivation, Leadership, Communication

Unit 8: Controlling

- Concept and Importance
- Relationship between Planning and Controlling
- Steps in the Controlling Process

Part B: Business Finance and Marketing

Unit 9: Financial Management

- Concept and Objectives of Financial Management
- Financial Decisions: Investment, Financing, Dividend
- Factors affecting financial decisions
- Financial Planning – Concept and Importance
- Capital Structure – Concept and Factors
- Fixed and Working Capital – Concept and Factors affecting requirement

Unit 10: Financial Markets

- Financial Market: Concept and Types (Money market, Capital market)
- Functions of Stock Exchange
- NSEI and OTCEI (basic concepts)

- SEBI: Objectives and Functions

Unit 11: Marketing Management

- Marketing: Concept, Functions, and Philosophies
- Marketing Mix: Concept and elements
- Product – Branding, Labelling, Packaging
- Price – Factors determining price
- Physical Distribution – Channels of distribution
- Promotion – Advertising, Personal selling, Sales promotion, Public relations

Unit 12: Consumer Protection

- Consumer Protection Act 2019: Meaning and Importance
- Consumer Rights and Responsibilities
- Redressal agencies: District, State, National Commissions
- Ways and Means of Consumer Protection

Part C: Project Work (20 Marks)

Project 1: Elements of Business Environment

Project 2: Principles of Management (study through real-life examples)

Project 3: Marketing Management (develop a marketing plan for a product)

Project 4: Consumer Protection (case study/project report)