

**REVISED SYLLABUS OF THE SUBJECT BUSINESS
STUDIES FOR HIGHER SECONDARY SECOND YEAR
IMPLEMENTED FROM THE YEAR 2022**

BUSINESS STUDIES
SYLLABUS FOR HIGHER SECONDARY SECOND YEAR COURSE.

Theory: 80 marks
 Project: 20 Marks

Time: Three Hours.

Unitwise Distribution of Marks & Periods:

Unit	Topics	Marks.	Periods.
PART-A	Principles and Function of Management.		
Unit-I	Nature and Significance of Management.	06	15
Unit-II	Principles of Management.	06	15
Unit-III	Business Environment.	06	15
Unit-IV	Planning.	06	15
Unit-V	Organising	08	15
Unit-VI	Staffing.	06	15
Unit-VII	Directing.	08	15
Unit-VIII	Controlling	06	10
PART-B	Business Finance and Marketing.		
Unit-IX	Financial Management.	06	15
Unit-X	Financial Market.	08	15
Unit-XI	Marketing	08	15
Unit-XII	Consumer Protection.	06	10
	Total (Theory)	80	
PART-C	PROJECT WORK	20	
	Total (Theory +Project)	100	170

Unit wise Distribution of Course Contents:-

Part-A: Principles and Function of Management.

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

- ❖ Management- concept, objectives, importance.
- ❖ Nature of Management; Management as Science, Art, Profession.
- ❖ Levels of Management- top, middle, supervisory (First level).
- ❖ Management Functions- planning, organising, staffing, directing and controlling.
- ❖ Co-ordination- nature and importance.

Unit-II: Principles of Management: Marks-06

- ❖ Principles of Management- meaning, nature and significance.
- ❖ Fayol's Principles of Management.
- ❖ Taylor's Scientific Management- Principles and Techniques.

Unit-III: Business Environment: Marks-06

- ❖ Business Environment- meaning and 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 Liberalisation, Privatisation and Globalisation.

Unit-IV: Planning: Marks-06

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

Unit-V: Organising: Marks-08

- ❖ Meaning and importance.
- ❖ Steps in the process of organising.
- ❖ Structure of organisation –functional and divisional.
- ❖ Formal and information organisation.
- ❖ Delegation: meaning, elements and importance.
- ❖ Decentralisation: meaning and importance.
- ❖ Difference between delegation and decentralisation.

Unit-VI: Staffing: Marks-06

- ❖ Meaning, need and importance of staffing.
- ❖ Step in staffing process.
- ❖ Recruitment- meaning and sources.
- ❖ Selection- meaning and process.
- ❖ Training and Development- meaning, need, method- on the job and off the job methods of training.

Unit-VII: Directing: Marks-08

- ❖ Meaning, importance and principles.
- ❖ Elements of Direction:
 - Supervision- meaning and importance.
 - Motivation- meaning and importance. Maslow's hierarchy of needs; Financial and non-financial incentives.
 - Leadership- meaning, importance, qualities of a good leader.
 - Communication- meaning and importance, formal and informal communication: barriers of effective communication.

Unit-VIII: Controlling: Marks-06

- ❖ Meaning and importance.
- ❖ Relationship between planning and controlling.
- ❖ Steps in the process of control.
- ❖ Techniques of controlling.

Part-B: Business Finance and Marketing.

Unit-IX: Financial Management: Marks-06

- ❖ Business Finance-meaning, role, objectives of financial management.
- ❖ Financial planning- meaning and importance.
- ❖ Capital Structure- Meaning and factors, Dividend Decision, factors affecting dividend decision.
- ❖ Fixed and Working Capital- meaning and factors affecting their requirements.

Unit-X: Financial Markets: Marks-08

- ❖ Concept of Financial Market: Money Market-nature, instruments.
- ❖ Capital Market: nature and types- primary and secondary market.
- ❖ Distinction between capital market and money market.
- ❖ Stock Exchange- meaning, function, NSEI, OTCIEI, Trading Procedure.
- ❖ Securities and Exchange Board of India (SEBI) - Objectives, Functions.

Unit-XI: Marketing:

Marks-08

- ❖ Marketing-Marketing concept, meaning, functions, role.
- ❖ Distinction between marketing and selling.
- ❖ Marketing Mix- concept and elements:
 - Product- nature, classification, branding, labelling and packaging.
 - Physical distribution- meaning, role, Channels of distribution-meaning, types, factors determining choice of channels.
 - Promotion-meaning and role, promotion mix, role of advertising and personal selling, objections to advertising.
 - Price: factors influencing pricing.

Unit-XII: Consumer Protection:

Marks-06

- ❖ Importance of Consumer protection.
- ❖ Consumer rights.
- ❖ Consumer responsibilities.
- ❖ Way and means of Consumer protection- Consumer awareness and legal redressal with special reference to Consumer Protection Act.
- ❖ Role of consumer organisation and NGOs.

BUSINESS STUDIES
PROJECT FOR HIGHER SECONDARY SECOND YEAR COURSE.

<u>Project Work -</u>	<u>20 Marks.</u>
➤ Project Preparation	15 Marks
➤ Project VIVA VOCE	05Marks

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 Supervisor/Guide.
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 regarding management, production, finance and marketing etc.
4. Micro finance and women empowerment.
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/governmental departments.
8. Women empowerment and related schemes supported by government.
9. Functioning of banks (Public and Private sectors)
10. Online trading in stock markets.