

Class – XII

Fortnightly Syllabus - Business Studies 2018-19

Sr. No	Fortnights	No. of Days	Units	Topics	No. of Periods taken	Total Periods	Assignment Date	Weekly Test Syllabus
1.	19 th March – 28 th March	08 (Block teaching)	Unit - 1 Nature and Significance of Management.	<ul style="list-style-type: none">➤ Management: Concept, objectives and importance (concept includes meaning and features) and meaning of ‘Effectiveness’ and ‘Efficiency’➤ Management as Science, Art and Profession.➤ Levels of Management.➤ Management functions: Planning, Organising, Staffing, Directing and Controlling.➤ Coordination: Concept, characteristics and importance. <p>(to be contd...)</p>	2 2 1 1	8 (Block time-table)		

2.	2 nd April – 13 th April	11	<p>Unit - 1 Nature and Significance of Management Continues...</p> <p>Unit - 2 Principles of Management.</p>	<p>➤ Coordination: Concept, characteristics and importance.</p> <p>➤ Principles of Management: Concept and significance.</p> <p>➤ Fayol's principles of management.</p> <p>➤ Taylor's scientific Management: Principles and techniques.</p> <p>(to be contd...)</p>	1 3 9 5	18	<p><u>Assignment</u> <u>Weekly</u> <u>Test 1:</u> Uploaded on : 13.04.2018</p>	
3.	16 th April – 27 th April	11	<p>Unit - 2 Principles of Management. Continues...</p> <p>Unit - 3 Business Environment.</p>	<p>➤ Taylor's scientific Management: Principles and techniques.</p> <p>➤ Compare the contributions of Fayol and Taylor.</p> <p>➤ Business Environment: Concept and Importance.</p>	3 1 2 6	18	<p><u>Assignment</u> <u>Weekly</u> <u>Test-1:</u> Submitted on : 16.04.2018 Returned on:</p>	<p><u>Weekly Test-1:</u> 23.04.2018 Unit - 1, 2 (For Unit-2: only Fayol' s 14 principles of management)</p>

				<ul style="list-style-type: none"> ➤ Dimensions of Business Environment: Economic, Social, Technological, Political and Legal. 2 ➤ Demonetization: Concept and features. 4 ➤ Impact of Govt. Policy changes on business with special reference to liberalization, privatization and globalization in India. (to be contd...) 			19.04.2018	
4.	1st May – 18th May	15	<p>Unit - 3 Business Environment Continues...</p> <p>Unit - 4 Planning.</p>	<ul style="list-style-type: none"> ➤ Impact of Govt. Policy changes on business with special reference to liberalization, privatization and globalization in India. 1 ➤ The managerial response to changes in business environment. 1 ➤ Planning: Concept, Importance and limitation. 4 ➤ Planning-process. 3 ➤ Single use and Standing Plans: Meaning. 1 ➤ Objectives, Strategy. 2 ➤ Policy, Procedure. 2 ➤ Method, Rule, Budget and Programme. 3 		24		

			<p>Unit - 5 Organising.</p> <ul style="list-style-type: none"> ➤ Organizing: Concept as a ‘structure’ and as a ‘process’. ➤ Organising: Importance. ➤ Organising-process. ➤ Structure of organisation - Functional and Divisional structure: Meaning, advantages, disadvantages and suitability. <p>(to be contd...)</p>	1			
5.	21 st May – 25 th May	05 (Block teaching)	<p>Unit - 5 Organising Continues...</p> <ul style="list-style-type: none"> ➤ Structure of organisation - Functional and Divisional structure: Meaning, advantages, disadvantages and suitability. ➤ Formal and Informal Organisation: Meaning, advantages and disadvantages. ➤ Delegation: Concept, Elements and Importance. ➤ Decentralisation: Concept, importance, difference between delegation & decentralization and project to be discussed. 	1	5	(Block time-table)	

Completion of Syllabus - 25th May, 2018
Summer Vacations from 26th May to 28th June, 2018
First Term Exams – 29th June, 2018 to 9th July, 2018
PTM on 28th July, 2018

6.	10th July – 31st July	16	Unit - 6 Staffing.	<ul style="list-style-type: none"> ➤ Staffing: Concept and importance. 2 ➤ Staffing as a part of Human Resource Management: Specialised duties and activities performed by Human Resource management. 2 ➤ Staffing-process. 3 ➤ Recruitment -process: Meaning, sources and merits & demerits of internal and external sources. 4 ➤ Selection: Meaning and its process. 5 ➤ Training and development: Concept, importance of training to the organization and to the employees and differentiate between training and development. 4 	26		
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				<ul style="list-style-type: none"> ➤ Methods of training: On the job and off the job - Induction training, Vestibule training, Apprenticeship training and Internship training. <p>(to be contd...)</p>	6			
7.	1 st Aug. - 18 th Aug.	13	<p>Unit - 6 Staffing Continues...</p> <p>Unit - 7 Directing.</p>	<ul style="list-style-type: none"> ➤ Methods of training: On the job and off the job - Induction training, Vestibule training, Apprenticeship training and Internship training. ➤ Directing: Concept and importance. Elements of Directing: ➤ Supervision: Concept and functions of a supervisor. ➤ Motivation: Concept and Maslow's hierarchy of needs. ➤ Financial and non-Financial incentives. ➤ Leadership: Concept, styles: Authoritative, Democratic and Laissez Faire. 	1	21	<p><u>Assignment</u></p> <p><u>Cycle-1:</u></p> <p>Uploaded</p> <p>on :</p> <p>03.08.2018</p> <p>Submitted</p> <p>on :</p> <p>06.08.2018</p> <p>Returned</p> <p>on:</p> <p>10.08.2018</p>	

				<ul style="list-style-type: none"> ➤ Communication: Concept, elements of communication-process. 2 ➤ Formal and informal Communication: concept. 4 ➤ Barriers to effective communication. 2 ➤ How to overcome the barriers. (to be contd...) 				
8.	20 th Aug.- 31 st Aug.	9	Unit - 7 Directing Continues...	<ul style="list-style-type: none"> ➤ How to overcome the barriers. 1 		14		
			Unit - 8 Controlling.	<ul style="list-style-type: none"> ➤ Controlling: Concept and importance. 1 ➤ Relationship between planning and controlling. 1 ➤ Steps in the process of controlling. 2 				
			Unit - 9 Financial Management.	<ul style="list-style-type: none"> ➤ Financial Management: Concept, role and objectives of Financial Management 3 				

				➤ Financial Decisions: Investment, Financing and Dividend & factors affecting these decisions.				
<p>Completion of Syllabus – 31st Aug., 2018</p> <p>Revision – 4th Sep. to 6th Sep., 2018 (02 days)</p> <p>Mid Term Practical Exams – 7th Sep., 8th Sep., 24th Sep. & 25th Sep., 2018 (04 days)</p> <p>Mid Term Exams – 12th Sep., 2018 to 22nd Sep., 2018</p> <p>PTM on 13th Oct., 2018</p>								
9.	26th Sep. - 17th Oct.	15	Unit - 9 Financial Management continues...	<ul style="list-style-type: none"> ➤ Financial Planning: Concept, objectives and importance. ➤ Capital Structure: Concept and factors affecting. ➤ Fixed and Working Capital: Concept and factors affecting its requirements. 	2 3 4	24		
			Unit - 10 Financial Markets.	<ul style="list-style-type: none"> ➤ Financial Market: Concept, functions, types. ➤ Money Market: Concept and its instruments. 	2 3 3			

				<ul style="list-style-type: none"> ➤ Capital Market: Concept and its types- Primary and Secondary, differentiate between Primary and Secondary market & differentiate between Capital and Money market. 2 ➤ Methods of floatation in Primary market. 3 ➤ Stock Exchange: Meaning, functions and trading procedure including meaning of 'Depository services' and 'Demat account'. 2 ➤ Securities and Exchange Board of India (SEBI): Objectives and Functions. (to be contd...) 				
<p>Dussehra Break -18th Oct. – 21st Oct., 2018</p>								
10	22nd Oct. – 3rd Nov.	10	Unit - 10 Financial Markets continues...	<ul style="list-style-type: none"> ➤ Securities and Exchange Board of India (SEBI): Objectives and Functions. 1 	16			

			Unit - 11 Marketing Management.	<ul style="list-style-type: none"> ➤ Selling & Marketing: Concept, features of marketing and differentiate between marketing and selling. 4 ➤ Marketing Management: Concept and its functions. 3 ➤ Marketing Management Philosophies. 1 ➤ Marketing Mix: Concept and elements. 1 ➤ Product- Branding, Labelling and Packaging: Concept. 6 <p>(to be contd...)</p>				
Diwali Break – 5th Nov. – 11th Nov., 2018								
11	12th Nov. – 7th Dec.	18	Unit - 11 Marketing Management Continues...	<ul style="list-style-type: none"> ➤ Product- Branding, Labelling and Packaging: Concept. 1 ➤ Price: Concept and factors determining price. 2 ➤ Physical Distribution: Concept and components. 2 		29	<u>Assignment</u> <u>Weekly</u> <u>Test-2:</u> <u>Uploaded</u> <u>on :</u>	<u>Weekly Test-2:</u> 19.11.2018 Unit – 8, 9, 10

				<ul style="list-style-type: none"> ➤ Channels of Distribution: Types and factors affecting choices of channels of distribution. 3 ➤ Promotion: Concept and elements. 1 ➤ Advertising: Concept, role, objections against advertising. 2 ➤ Personal Selling: Concept and qualities of a good salesman. 1 ➤ Sales promotion: Concept and techniques. 2 ➤ Public relations: Concept and Role. 2 				12.11.2018 Submitted on : 14.11.2018 Returned on: 16.11.2018	
			Unit - 12 Consumer Protection.	<ul style="list-style-type: none"> ➤ Concept and importance of 'consumer protection'. 2 ➤ Consumer Protection Act, 1986: Scope of Act and meaning of 'consumer'. 2 ➤ Rights and responsibilities of consumers. 2 ➤ Who can file a complaint and against whom? 1 ➤ Legal redressal machinery under Consumer Protection Act, 1986 2 ➤ Remedies available. 1 					

				<ul style="list-style-type: none"> ➤ Consumer awareness: Role of consumer organizations and NGOs in protecting consumers' interests. ➤ Project to be discussed. 	2			
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Completion of Syllabus - 7th Dec., 2018

Revision – 10th Dec. to 11th Dec., 2018 (02 days)

Pre Board Practicals - 12th Dec. to 15th Dec., 2018 (04 days)

Pre Board Exams - 20th Dec. to 14th Jan., 2019

Winter Break - 31st Dec., 2018 to 9th Jan., 2019

PTM on 28th Jan., 2019

Class XII
Business Studies 2018-19
Term Syllabus

First Term Syllabus

- a) Nature and significance of Management.
- b) Principles of Management.
- c) Business Environment.
- d) Planning.
- e) Organising.
- f) Project work.

Mid Term Syllabus

- a) Staffing.
- b) Directing.
- c) Controlling.
- d) Financial Management (Till factors affecting Investment, Financing and Dividend decision).

Syllabus after Mid Term till Pre Board

- a) Financial Management (Financial Planning onwards)
- b) Financial Markets.
- c) Marketing Management.
- d) Consumer protection.
- e) Project work.

Class XII

Business Studies 2018-19

Exam Syllabus

First Term Exam Syllabus

- a) Nature and significance of Management.
- b) Principles of Management.
- c) Business Environment.
- d) Planning
- e) Organising.

Mid Term Exam Syllabus

- a) Nature and significance of Management.
- b) Principles of Management.
- c) Business Environment.
- d) Planning.
- e) Organising.

- f) Staffing.
- g) Directing.
- h) Controlling.
- i) Project to be Evaluated.

Pre Board Exam Syllabus

- a) Nature and significance of Management.
- b) Principles of Management.
- c) Business Environment.
- d) Planning.
- e) Organising.
- f) Staffing.
- g) Directing.
- h) Controlling.
- i) Financial Management.
- j) Financial Markets.
- k) Marketing Management.
- l) Consumer protection.
- m) Project to be Evaluated.

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