

**CLASS-XII**  
**BUSINESS ORGANIZATION AND MANAGEMENT**  
**SEMESTER-I**  
**SYLLABUS**  
**PART-A**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

- Unit-1 Nature and Significance of Management.
- Unit-2 Principles of Management.
- Unit-3 Business Environment
- Unit-4 Planning.

**PART-B**  
**BUSINESS FINANCE AND MARKETING**

- Unit-5 Business Finance
- Unit-6 Financial Market

**SEMESTER –I**  
**PART- A**  
**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

- Unit-1 Organizing
- Unit-2 Staffing
- Unit-3 Directing
- Unit-4 Controlling

**PART-B**  
**BUSINESS FINANCE AND MARKETING**

- Unit-5 Marketing
- Unit-6 Consumer Protection
- Unit-7 Entrepreneurship Development

**SEMESTER –I**  
**PART- A**  
**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**Unit-1 Nature Significance of Management.**

1. Management: Concept, Objectives and importance.
2. Management: as a activity, Process, discipline and as a group.
3. Nature of Management: as a science, as an art as a profession.
4. Management and Administration -----Comparison.
5. Level of Management -----Top, Middle and Supervisory.
6. Management functions – planning, Organizing, Staffing Directing, Coordinating and controlling.

**Unit-2 Principles of Management.**

1. Principles of Management: Meaning, Nature and Significance.
2. Fayol's Principles of Management.
3. Taylor's Scientific Management: Principles and Techniques.

**Unit-3 Business Environment**

1. Business Environment-----Meaning and Importance.
2. Dimensions of Business Environment ----Political, Economic, social, legal and Technological.
3. Economic Environment in India, Impact of Government policy changes on business and industry with reference to liberalization to liberalization, privatization and globalization (since1991)

**Unit-4 Planning**

1. Meaning, Features, Process importance and Limitations.
2. Goals, Objectives, Policy, Procedures, Strategy, Methods, Rules, Budgets and Programme--- Meaning and Distinction.

**PART-B**  
**BUSINESS FINANCE AND MARKETING**

**Unit-5 Business Finance**

1. Meaning and Objectives of Finance Function, Profit Maximization Vs. wealth Maximization.
2. Financial planning: Meaning and Importance.
3. Capital Structure: Meaning and Factors.
4. Working Capital: Meaning, Importance, Types and Factors affecting its requirements

**Unit-6 Financial Market**

1. Concept of Financial Market: Money Market----Nature Instruments.
2. Capital Market: Nature and Types---Primary and Secondary Market.
3. Distinction between Capital Market and Money Market.
4. Stock Exchange: Meaning, Functions, NSEI, OCTEI, Trading Procedure.
5. Securities and Exchange Board of India (SEBI): Objectives and Functions.

**SEMESTER –II**  
**PART-A**  
**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**Unit -5 Organizing**

1. Meaning and Importance.
2. Process of Organizing.
3. Types of Organization: Formal Informal, Line Organization, Line & Staff and Functional Organization.
4. Delegation: Meaning, Elements and Importance, Barriers in the way of delegation, Steps to make delegation effective.
5. Decentralization between Centralization and Decentralization.
6. Difference between Delegation and Decentralization.

**Unit-6 Staffing**

1. Staffing: Meaning, need and Importance.
2. Steps in Staffing Process.
  - a. Recruitment: Meaning and Sources.
  - b. Selection: Meaning and Process.
  - c. Training and Development: Meaning, Need, Type and Methods.
3. Methods of Wage Payment: Time Rate and Piece Rate.
4. Types of Compensation and Incentives: Monetary and Non Monetary.

**Unit-7 Directing**

1. Controlling: Meaning and Importance.
2. Relationship between planning and controlling.
3. Steps in process of control.

**PART-B**  
**BUSINESS FIANCE AND MARKETING**

**Unit-11 Marketing**

1. Marketing: Meaning, Function, Role.
2. Distinction between Marketing and Selling.
3. Marketing mix: Concept and Elements.
  - Product: Nature, Classification, Branding, Labeling, 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 Price: Factors influencing Pricing.

**Unit-12 Consumer Protection.**

1. Importance of consumer protection.
2. Consumer rights.
3. Ways and means of Consumer protection: Consumer awareness and legal redressal with special reference consumer protection Act.1986.
4. Role of consumer organization and NGOs.

**Unit-13 Entrepreneurship Development.**

1. Entrepreneurship: Concept, Characteristics, needs and functions.
2. Process of Entrepreneurship Development.
3. Entrepreneur—Values, Attitudes and Motivation: Meaning and Concept.