

# BUSINESS STUDIES

Month	Topic	Sub Topic
April	Nature and Significance of Management	Characteristics and Objectives Of management
	Nature and Significance of Management	Characteristics, Objectives, Importance, Nature and Levels of Management
		Functions and Coordination
	Marketing Management	Marketing Management - Meaning, Functions and Marketing Philosophies and Marketing Mix Introduction
May	Marketing Management	Marketing Mix - Product Mix, Place Mix, Price Mix and Promotion Mix and Public Relations
	<b>UT 1</b>	
	Business Environment	Introduction of Business Environment, Features and Importance
		Dimensions of business environment , Impact of Government Policy Changes on business environment with reference to LPG and Demonetisation
June	Financial Markets	Concept, Types, Money Market and its Instruments and Capital Markets and its Types
		Distinction between Money Market and Capital Market, Stock Exchange and its Function and Trading Procedure and Securities and Exchange Board of India - Objectives and functions
July	Financial Management	Financial Management meaning and concept, Objectives and Financial Decisions: Financing Decision and Investment Decision - Meaning and Factors effecting the same
		Dividend Decisions - Meaning and Factors effecting the same, Financial Planning - Importance and Concept and Capital Structure concept
		Fixed and Working Capital - Concept and Factors effecting the same
	Principles of Management	Characteristics ,Significance and Fayols Principles
July	<b>UT 2</b>	
August	Principles of Management	Fayol's Principal Contd and Taylor's Principles and Technique and Comparison between Taylor and Fayol
	Consumer Protection	Concept and Importance, Consumer Protection Act 1986 and Role of NGO's
	Planning	Concept and Importance, Features, Limitations, Planning Process and Types of Plans
	Organising	Concept and Importance, Organising Process, Structure of Organisation - Divisional and Functional Structure, Types of Organising, Formal and Informal, Delegation and Decentralisation-Concept, Elements Importance
September	<b>Revision and Block Test I</b>	
October	Staffing	Concept and Importance, Staffing as a part of HRM, Staffing Process and Sources of Recruitment - Internal and External - Merits and Demerits
		Selection Process, Training and Development - Concept, Importance and Methods

# BUSINESS STUDIES

Month	Topic	Sub Topic
November	Directing	Concept and Importance, Supervision - Concept and Function(Importance), Motivation - Concept and Maslow's Theory, Financial and Non- Financial Incentives
		Leadership - Concepts, Styles of Leadership, Communication - Concept, Formal and Informal Communication, Barriers to Communication and how to overcome Barriers to Communication
	Controlling	Concept, Importance, Process of Controlling, Relationship between Planning and Controlling.
Revision		
December	Pre Board	
January	Practice Test	
Theory Paper 80 marks + Practical Work 20 marks		

# BUSINESS STUDIES

## Practical work: Project File and Viva

**Practical Marks: 20 Marks**

Exam	Topics
Block Test 1 (Any one)	1. Elements of Business Environment*
	2. Principles of Management *
	3. Stock Exchange*
	4. Marketing Management
	(Preparation and completion of File and Viva )
Pre Boards	
	File and Viva

*\*To Be finalised by student only after discussion with subject teacher and HOD*

## Assessment Criteria

File	Marks
Initiative, cooperativeness and participation	12
Creativity in presentation	
Content, observation and research work	
Analysis of situations	
Viva	8
<b>Total</b>	<b>20</b>