

# STD XII-Business Studies

**Curtailment upto 30% syllabus**

**2020-2021**

**(Revised)**

## Part A-Principles & Functions of Management

UNIT	TOPIC DELETED
Unit 5 Organising	a)Importance of organising, b)Formal & Informal organisation,c)Delegation-Importance d)Decentralisation-Concept & Importance
Unit 6 Staffing	a)Staffing as a part of Human Resource Management, b)Staffingprocess-steps,c)Training & Development-Concept & Importance
Unit 7 Directing	a)Importance of Directing, b) Supervision-role ofsupervisor,c)Communication-Concept,Formal and Informal communication,Barriers to effective communication,How to overcome the barriers
Unit 8 Controlling	Relationship of Planning & Controlling

# Part B-Business Finance & Marketing

UNIT	TOPIC DELETED
Unit 9 Financial Management	Financial Planning-a)Concept & Importance, b)Capital Structure/Financial structure-Concept & Factors
Unit 10 Financial Markets	a)Stock Exchange-Trading procedure (NSDL & CDSL), b)NSEI-Objectives, c)SEBI- Objectives & Functions
Unit 11 Marketing	a)Functions of Marketing,b)Marketing management philosophies,c)Price-Factors determining price,d)Physical Distribution -- Channels & Choice of Channels,e)Advertising-Objections against advertising, f)Sales Promotion Techniques-refund, quantity gift, instant draws, usable benefit, g)Publicity-concept & role
Unit 12 Consumer Protection	a)Importance of Consumer Protection,b)Role of consumer organisations & NGO's

## Weightage ,Assignment/Project,Pattern of Question Paper

- Weightages for all the units & learning outcomes, remain unchanged
- Assignment/Project work- Teacher may give assignment/project related to the topic from the syllabus(One individual assignment/project-20 marks)
- Any assignment/project which involves visiting offices/institutions/contacting individuals outside should be avoided
- Assignment/project preferably to be submitted online to the teacher or personally when the school starts
- Pattern of question paper remains unchanged