

Tripura Board of Secondary Education
Syllabus
(Effective from 2015)

Subject -Business Studies
(Class XII)

SYLLABUS
BUSINESS STUDIES (BSTF)
CLASS-XII
Full Marks-100

PART-A: PRINCIPLES AND FUNCTIONS OF MANAGEMENT-50 Marks /55 Periods

Unit-1: Nature and Significance of Management (6 marks / 6 Periods)

- Management- Concept, objectives, Importance.
- Management as Science ,Arts, Profession.
- Levels of Management.
- Management Function-Planning, Organising, Staffing, Directing Controlling.
- Coordination-Characteristics and Importance.

Unit-2: Principles of Management (6 marks / 6 Periods)

- Principles of Management- Concept, Nature and Significance.
- Fayol's Principles of Modern Management.
- Taylor's scientific Management- Principles and Techniques.

Unit-3: Business Environment (7 marks / 6 periods)

- Business Environment -Concept, Importance.
- Dimensions of Business Environment-Economic, Social, Technological, Political and Legal.
- Concept of Liberalisation, Privatisation and Globalisation.
- Impact of Government Policy changes on Business and Industry with special reference to liberalisation, privatization and globalization.

Unit-4: Planning (6 marks / 7 periods)

- Concept, Importance, Limitations.
- Planning process.
- Types of plans- Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit-5: Organising (8marks / 8 periods)

- Concept and Importance.
- Steps in the process of organising.
- Structure of Organisation- Functional and Divisional.
- Formal and Informal Organisation.
- Delegation: Concept, Elements and Importance.
- Decentralization: Concept and Importance.

Unit-6: Staffing (4 marks / 7 periods)

- Concept and importance of staffing.
- Staffing as a part of human resource Management.
- Staffing process-
 - ✓Recruitment - Meaning and Sources.
 - ✓Selection-Process.
- Training and Development - Concept and Importance.

Unit-7: Directing (7 marks / 8 periods)

- Concept and importance.
- Elements of Directing

- ✓Supervision-concept,
- ✓Motivation- concept, Maslow's Hierarchy of needs.
- ✓Financial and Non Financial Incentives.
- ✓Leadership-concept, qualities of a good leader.
- ✓Communication- concept, formal and informal communication, barriers to effective communication, How to overcome the barriers.

Unit-8: Controlling **(6 marks / 7 periods)**

- Concept and Importance.
- Relationship between Planning and Controlling.
- Steps in the process of control.

PART B: BUSINESS FINANCE AND MARKETING **(40 marks / 45 periods)**

▪ **Unit-9 : Financial Management** **(11 marks / 12 periods)**

- Concept, Objective of Financial Management.
- Decisions relating to Investment, Financing and Dividend.
- Financial Planning : Concept and Importance.
- Financial Structure : Concept and Factors affecting Structure.
- Fixed and Working Capital: Concept and Factors affecting its Requirements.

Unit-10: Financial Markets **(9 marks /14 periods)**

- Financial Markets : Concepts and types.
- Money market and its Instruments.
- Capital market and its types (primary and secondary).
- Stock Exchange -Functions, Trading & Settlement Procedure.
- Dematerialisation and Depositories (NSDL and CDSL).
- NSEI : Objectives, BSE: Objectives.
- Securities Exchange Board of India (SEBI) : Objectives and Functions.

Unit-11: Marketing Management **(14 marks / 14 periods)**

- Marketing - Meaning, Functions, Marketing vs Selling.
- Marketing Management Philosophies.
- Marketing Mix-Concept.
 - ✓Product- Concept, Branding, Labelling and Packaging.
 - ✓Price- factors determining price.
 - ✓Physical Distribution -Concept, Channels of distribution : types, choice of channels.
 - ✓Promotion- Concept, and Elements; Advertising- Concept, role, objections against Advertising, Personal selling-Concept and qualities of a good salesman, sales promotion-Concept and Techniques, Publicity- concept and role.

Unit-12: Consumer Protection **(6 marks/ 5 periods)**

- Concept and Importance of Consumer Protection.
- Consumer Protection Act 1986.
 - ✓Consumer and consumer protection.
 - ✓Right and Responsibilities of consumers.
 - ✓Redressal Machinery
 - ✓Remedies available.
- Consumer awareness - Role of Consumer organizations and NGO's

Part-C : Project Work

Unit 13: Project Work

(10 marks / 15 periods)

File - 02 marks

Written- 06 marks

Viva- 02 marks

1. File at least 10 complaints of consumer exploitation of different types (defective goods & deficient services). Also mention the decisions thereof.
2. Marketing - Objectionable advertisements.
Collect information related to five objectionable advertisements presented through any media and explain the objections.
3. Marketing - useful Advertisements.
Collect five printed advertisements and interpret their message.
4. Marketing - Physical distribution
Observe the marketing plan of any two companies and find the levels adopted by them for distribution of their products.
5. Consumer protection - Role of NGOs
As a consumer, Contact an NGO for a complaint against any defective good or deficient service and report the assistance provided by them.
6. Marketing - sales promotion
Select any two famous firms /companies and find out the sales promotion techniques generally adopted by them.

BUSINESS STUDIES (BSTD) - Class - XII Marks Distribution

PART-A: Principles and functions of management							
Unit	Title	MCQ/VSA 1 Mark	SA-I 3 Marks	SA-II 4 Marks	LA-I 5 Marks	LA-II 6 Marks	Total Marks
1	Mature and Significance of Management	1	-	-	1	-	06
2	Principles of Management	1	-	-	1	-	06
3	Business Environment	1	-	-	-	1	07
4	Planning	1	-	-	1	-	06
5	Organising	1	1	1	-	-	08
6	Staffing	1	1	-	-	-	04
7	Directing	-	1	1	-	-	07
8	Controlling	1	-	-	1	-	06

PART-B: Business Finance and Marketing

9	Financial Management	1	-	1	-	1	11
10	Financial Markets	-	1		-	1	09
11	Marketing Management	1	1	1	-	1	14
12	Consumer Protection	1	-	-	1	-	06
13	Project: File-2 Written-6 Viva-2						10
	Total no. of questions	10	05	04	05	04	
	Total Marks	-	-	-	-	-	100

N.B.

1 Internal choice : There is no over all choice in the paper. However, there is an internal choice in every question of 6 marks.

2. In case of LA-I and LA-II total marks may be Sub-divided into parts, if necessary.

3. Questions should be set covering each unit.