

WEST BENGAL COUNCIL OF HIGHER SECONDARY EDUCATION
SYLLABUS FOR CLASS XII
SUBJECT : BUSINESS STUDIES (BSTD)

Course Overview:

The course in Business Studies is introduced at Higher Secondary Education as formal commerce education is provided after first ten years of schooling. Therefore, it becomes necessary that instructions in this subject are given in such a manner that students have a good understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society.

Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. To understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment is required. Globalisation has changed the way organizations transact their business. Information Technology is becoming a part of business operations in more and more organisations. Computerised systems are fast replacing other systems. E-business and other related concepts are picking up fast which need to be emphasized in the curriculum.

The course in Business Studies prepares students to analyse, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political, legal and economic forces. It allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues. Therefore, to acquire basic knowledge of the business world, a course in Business Studies would be useful. It also informs students of a range of study and work options and bridges the gap between school and work.

Objectives:

- To inculcate business attitude and develop skills among students to pursue higher education, world of work including self employment;
- To develop students with an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To develop an interest in the theory and practice of business, trade and industry;
- To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social cost and benefits arising therefrom;
- To acquaint students with the practice of managing the operations and resources of business;
- To enable students to act more effectively and responsibly as consumers, employers, employees and citizens.

CLASS - XII
SEMESTER – III
SUBJECT: BUSINESS STUDIES (BSTD)

FULL MARKS : 40

CONTACT HOURS: 100 HOURS

COURSE CODE: THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit 1	Nature and Significance of Management: <ul style="list-style-type: none"> • Management – Concept, Objectives, Importance. • Management as Science, Art and Profession. • Levels of Management. • Management Functions – Planning, Organising, Staffing, Directing, Controlling. • Coordination – Characteristics and Importance 	20	5
Unit 2	Principles of Management: <ul style="list-style-type: none"> • Principles of Management – Concept, Nature and Significance. • Fayol's Principles of Modern Management. • Taylor's Scientific Management – Principles and Techniques. 	14	5
Unit 3	Business Environment: <ul style="list-style-type: none"> • 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. 	12	5
Unit 4	Planning: <ul style="list-style-type: none"> • Concept, Importance, Limitations. • Planning process. • Types of Plans – Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme. 	14	7
Unit 5	Organising: <ul style="list-style-type: none"> • 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. 	14	8

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit 6	Marketing Management: <ul style="list-style-type: none"> • 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. 	26	10
	Total	100	40

CLASS - XII
SEMESTER - IV
SUBJECT: BUSINESS STUDIES (BSTD)

FULL MARKS : 40

CONTACT HOURS: 80 HOURS

COURSE CODE: THEORY

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit 7	Staffing: <ul style="list-style-type: none"> • 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. Methods of Training — on the job and off the job- vestibule training, apprenticeship training and internship training. 	13	7
Unit 8	Directing: <ul style="list-style-type: none"> • Concept and Importance • Elements of Directing • Supervision – Concept, Functions of a Supervisor. • 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, Measures to overcome the barriers. 	10	7

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit 9	Controlling: <ul style="list-style-type: none"> • Concept and Importance. • Relationship between Planning and Controlling. • Steps in the Process of Control. 	9	5
Unit 10	Financial Management: <ul style="list-style-type: none"> • Concept, Objectives 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 their requirements. 	20	8
Unit 11	Financial Markets: <ul style="list-style-type: none"> • Financial Markets: Concepts and Types. • Money Market and its Instruments. • Capital Market and its Types (Primary and Secondary). • Stock Exchange – Functions, Trading and Settlement Procedure. • Dematerialization and Depositories (NSDL and CDSL). • NSEI: Objectives, BSE: Objectives. • Securities Exchange Board of India (SEBI): Objectives and Functions. 	20	8
Unit 12	Consumer Protection: <ul style="list-style-type: none"> • Consumer Protection: Concept and Importance • The Consumer Protection Act, 2019: Meaning of consumer Rights and Responsibilities of Consumers Who can file a complaint? Redressal machinery Remedies available • Consumer Awareness- Role of Consumer Organisations and Non-Governmental Organisations (NGOs) 	8	5
	Total	*80	40

[Note: ***20 Hours** reserved for Remedial classes, Tutorials and Home Assignments.]

GUIDELINES FOR PROJECT WORK (FOR CLASS XII)

Students are required to make only **ONE** project for the entire year. [One Project for **20 marks**]

1. The teacher will help students to select any ONE topic for the entire year from the List of Projects.
2. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of the submission of the project.
3. The teacher should play the role of a facilitator and should closely supervise the process of project completion.
4. The teachers must ensure that the project work assigned to the students whether individually or in group are discussed at different stages right from assignment to drafts review and finalization.
5. Students should be facilitated in terms of providing relevant materials or suggesting websites or obtaining required permissions from business houses, malls etc for their project.

Presentation and Submission of Project Report:

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission:

- (i) The total length of the project will be of 15 to 20 pages.
- (ii) The project should be handwritten.
- (iii) The project should be presented in a neat folder.
- (iv) The project report should be developed in the following sequence:
 - The cover page should include the title of the Project, student information, school and year.
 - List of contents.
 - Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).
 - Introduction.
 - Topic with a suitable heading.
 - Planning and activities done during the project, if any.
 - Observations and findings of the visit.
 - Conclusions (summarized suggestions or findings, future scope of study).
 - Photographs (if any).
 - Appendix
 - Teacher's observation.
 - Signatures of the teachers.

PROJECT WORK FOR CLASS- XII [20 MARKS]

[FILE – 4 MARKS + WRITTEN – 12 MARKS + VIVA – 4 MARKS]

LIST OF PROJECTS:

1)	<p>Principles of Management:</p> <p>The students are required to visit any one of the following:</p> <ul style="list-style-type: none">i) A Departmental Store.ii) An Industrial unit.iii) A fast food outlet.iv) Any other organization approved by the teacher. <p>The students are required to observe the application of the following General Principles of Management advocated by Fayol.</p> <ul style="list-style-type: none">a) Division of work.b) Unity of command.c) Unity of direction.d) Scalar chain.e) <i>Esprit de corps</i>.f) Fair remuneration to all.g) Order.h) Equity.i) Discipline.j) Subordination of individual interest to general interest.k) Initiative.l) Centralisation and decentralization.m) Stability of tenure.n) Authority and Responsibility. <p>[This project may be done as a group activity.]</p>
2)	<p>Marketing – Objectionable advertisements:</p> <p>Collect information related to five objectionable advertisements presented through any media and explain the objections.</p>

3)	Marketing – Useful advertisements: Collect five advertisements from Print or Electronic media and interpret their messages.
4)	Marketing – Sales Promotion: Select any two famous firms/companies and find out the sales promotion techniques generally adopted by them.
5)	Stock exchange: The students are expected to: <ul style="list-style-type: none"> a) Develop a brief report on History of Stock Exchanges in India. b) Prepare a list of at least 20 companies listed on a Stock Exchange. c) Observe and record the starting and closing prices of the above listed shares over a period of ten working days. d) Graphical presentation of the share prices of different companies on different dates. e) Identify the top ten companies out of the 20 selected on the basis of their market value of shares.
6)	Consumer Protection – Role of NGOs: As a consumer, contact an NGO for a complaint against any defective goods or deficient service and report the assistance provided by them.