

BUSINESS STUDIES – 305

Note:

There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.

Principles and Functions of Management

Unit I: Nature and Significance of Management

- Management – concept, objectives, importance.
- Nature of management; Management as Science, Art, Profession.
- Levels of management – top, middle supervisory (First level).
- Management functions – planning, organizing, staffing, directing, and controlling.
- Coordination – nature, and importance.

Unit II: Principles of Management

- Principles of Management – meaning, nature and significance.
- Fayol's principles of management.
- Taylor's Scientific Management – Principles and Techniques.

Unit III: Business Environment

- Business Environment – meaning and importance.
- Dimensions of Business Environment – Economic, Social, Technological, Political, and Legal.
- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to the adoption of the policies of liberalization privatization, and globalization.

Unit IV: Planning

- Meaning, features, importance, limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme

Unit V: Organising

- Meaning and importance.
- Steps in the process of organizing.
- Structure of organization – functional, and divisional.
- Formal and informal organization.
- Delegation: meaning elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralization.

Unit VI: Staffing

- Meaning, need, and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in the staffing process.
- Recruitment – meaning and sources.
- Selection – meaning and process.
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- Training and Development – meaning, need, methods – on the job and off the job methods of

BUSINESS STUDIES - 305

training.

Unit VII: Directing

- Meaning, importance, and principles.
- Elements of Direction:
 - Supervision – meaning and importance
 - Motivation – meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
 - Leadership – meaning, importance; qualities of a good leader.
 - Communication – meaning and importance, formal and informal communication; barriers

to effective communication.

Unit VIII: Controlling

- Meaning and importance.
- Relationship between planning and controlling.
- Steps in the process of control.
- Techniques of controlling.

Business Finance and Marketing

Unit IX: Business Finance

- Business finance – meaning, role, objectives of financial management.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

Unit X: Financial Markets

- Concept of Financial Market: Money Market – nature instruments;
- Capital market: nature and types – primary and secondary market.
- The distinction between capital market and money market.
- Stock Exchange – meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

Unit XI: Marketing

- Marketing – meaning, functions, role.
- The distinction between marketing and selling.
- Marketing mix – concept and elements:
 - Product – nature, classification, branding, labeling, and packaging
 - Physical distribution: meaning, role; Channels of distribution, – meaning, types, factors, determining the choice of channels.
 - Promotion – meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
 - Price: factors influencing pricing.

Unit XII: Consumer Protection

- Importance of consumer protection.
- Consumer rights.
- Consumer responsibilities.
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to the Consumer Protection Act.
- Role of consumer organizations and NGOs.

Unit XIII: Entrepreneurship Development

- Concept, Functions, and Need.
- Entrepreneurship Characteristics and Competencies.
- Process of Entrepreneurship Development.
- Entrepreneurial Values, Attitudes, and Motivation – Meaning and Concept.