

ACADEMIC PLAN 2019-2020
Business Studies
CLASS XII

M. Time 3 Hours

100 marks

Unit wise Weightage

	Units	Marks
Part A	Principles and Functions of Management	
1	Nature and Significance of Management	16
2	Principles of Management	
3	Business Environment	
4	Planning	14
5	Organizing	
6	Staffing	20
7	Directing	
8	Controlling	
Part B	Business Finance and Marketing	
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
Part C	Project Work (one)	20
	Total	100

March and April

(35 pds)

Part A: Principles and Functions of Management

Unit I: Nature and significance of Management

Learning Objective: After going through this unit, the students would be able to understand the Concept, objectives, nature, levels, functions and importance of management.

- Management- concept, objectives and importance
- Management as Science, Art and Profession.
- Levels of management
- Management functions - planning, organizing, staffing, directing and controlling.
- Coordination- concept, characteristics and importance.

Activity:

Videos will be shown to the students to understand the importance of Management and Coordination.

- Mumbai Dubbawalas:- ‘Small people, Great work’.
- Lagan and Management
- Class Quiz to make students learn the basic concepts.

Unit 2: Principles of Management

Learning objective: After going through this unit students will be able to understand the concept, nature and significance of principles of management. They will also understand the principles given by F.W. Taylor and Henri Fayol and Techniques of Taylor

- Fayol's principles of management
- Taylor's Scientific Management - Principles and Techniques

Suggested reading:

- Fayolism at <http://en.wikipedia.org>
- Guiding principles of Toyota Motor Corporation

Common error: Most of the times students are not able to identify the type of principles followed or overlooked in the case study.

How to help? - Explanation by giving importance to key words and pictorial presentation. Lots of questions will be given for practice in class.

Unit 3: Management and Business Environment

LEARNING OBJECTIVE: To develop an understanding about dimensions of business environment and impact of economic reforms.

- Business Environment - concept and importance.
- Features/ Characteristics of Business Environment.
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal.
- New Industrial Policy.
- Demonetisation.
- Impact of Economic Reforms of the Business.
- Impact of Government policy changes on business with special reference to liberalization, privatization and globalisation in India.

Case Studies on Dimensions of Business Environment :

For Example:-

Due to high levels of pollution in Delhi, the National Greenery Tribunal ordered all diesel vehicles of 15 years or more to be off the city roads recently. Also construction work was stopped for 5 days as temporary measure. School were closed . People starting wearing air masks outdoors.

Identify and explain dimensions of business environment referred in above case.

Part B: Business Finance and Marketing

Unit 10: Financial Markets

Learning objectives: Students would be able to understand the concept ,functions, types of financial markets, Trading procedure of Stock Exchange,objectives and functions of SEBI.

- Financial Markets: concept and types.
- Money market and its instruments.
- Capital market and its types (primary and secondary).
- Difference between Money Market and Capital Market
- Stock Exchange - functions and trading procedure. Depository Services and D-mat Account.
- Securities and Exchange Board of India (SEBI) - objectives and functions.

Activity:- Revision of the topic through ppt made by group of students (presentation in the class)

To be continued in next month(some topics from the above mentioned topics of the chapter)

May

(24 pds.)

Unit 11: Marketing Management

Learning objective: To enable the students to learn the basic concept of marketing management and element of marketing mix.

- Marketing – concept, features and functions.
- Marketing philosophies.
- Marketing Mix – concept and elements.
- Product - concept, branding, labelling and packaging.
- Price - factors determining price of the product.
- Physical distribution- concept, components physical , describe various channels of distribution.
- Promotion -concept of advertising, concept of sales promotion , public relations – concept.
-

Activity:- Explanation by making ppt on various elements of Marketing Mix.

Unit 13: Project Work

July

(27 pds)

Unit 4: Planning

Learning objective: To acquaint the students with basic concept, importance, and limitations of planning, its process and types of plans.

- Concept, importance and limitations

- Planning process
- Single use and Standing Plans
- Types of plans:- Objectives, Strategy, Policy, Procedure, Method, Rule, Budget and Programme.

Suggested reading:

- G.S. Alag.
- Subhash Dey
- Sandeep Garg

Common Error: Students face problem in identifying the types of plan.

How to help?:- Lots of practice of case studies with examples of types of plan will be given to understand and identify the correct type.

Unit 5: Organising

Learning objective: To enable students to understand the concept of organising, process, importance and types of structures. They would be able to understand the concept and importance of Delegation and Decentralisation.

- Concept and importance.
- Organizing Process.
- Structure of organization - functional and divisional.
- Formal and informal organization.
- Delegation: concept, elements and importance.
- Decentralization: concept and importance.

Suggested Reading: www.en.wikipedia.org

Common Error: Students generally do mistake in identifying whether concept of Delegation or Decentralisation is given in case study.

How to help? :- Practice of no. of case studies related to concepts of Delegation and Decentralisation will be done to minimise the mistakes.

August

(25 pds.)

Unit 6: Staffing

Learning Objectives: To enable the students understand the concept, importance, process of staffing, Recruitment, sources of recruitment, concept and process of selection Training and development.

- Concept and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process

- Recruitment :- External and Internal sources of recruitment.
- Merits and Demerits of Internal and External sources of recruitment.
- Selection - process
- Training and Development - Concept and importance. Methods of training- on the job and off the job- Induction training, vestibule training, apprenticeship training and internship training.
- Differentiate between Training and Development.

Suggested reading:

- Infosys Placement and Selection Process
- Training Methods in TCS

Unit 7: Directing

Learning objectives: To acquaint students with four elements of Directing.

- Concept and importance
- Elements of Directing
- Motivation - concept, Maslow's hierarchy of needs; Financial and non-financial incentives.
- Leadership - concept, styles - authoritative, democratic and laissez faire.
- Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers.

Activity: Video will be shown and discussion will be held on various aspects of Directing.

- Chak de India... Learning Lessons
(Leadership, Motivation, Coordination)

September

(26 pds)

Revision and first term examinations

October

(21 pds)

Unit 8: Controlling

Learning Objectives: After going through this unit the students would be able to understand the concept ,importance ,process of controlling. They would be able to describe the relationship between Planning and Controlling.

- Concept, Nature and Importance
- Relationship between planning and controlling
- Steps in the process of control
-

Critical Thinking Questions:-

- “Higher level management needs to be informed about all deviations and variations in

performance". Do you agree?

- What should be the focus point for a manager while controlling?

Unit 9: Financial Management

Learning objectives: To familiarize the students with important financial decisions and their determinants.

- Concept , Role and objectives of financial management.
- Financial decisions: Investment, Financing and Dividend and factors affecting these decisions.
- Financial planning - concept and importance.
- Capital Structure - concept and factors affecting.
- Fixed and Working Capital - concept and factors affecting their requirements.

Brain Teasures:- How are the shareholders of company likely to gain with a debt component in the capital employed ? Briefly explain with the help of a suitable example.

November

(24 periods)

Unit 12: Consumer Protection

Learning objectives: To develop an understanding about Concept, importance of consumer protection, Consumer Protection Act 1986, Consumers' rights , how consumer can file complaint and the remedies available to him.

- Concept and importance of consumer protection.
- Consumer Protection Act 1986
 - Meaning of consumer and consumer protection.
 - Rights and responsibilities of consumers
 - Who can file a complaint and against whom?
 - Redressal machinery.
 - Remedies available.
- Consumer awareness - Role of consumer organizations and NGO's

Activity: Role Play by students.

REVISION :-

- Discussion of sample papers
- Discussion of previous year Question papers with suggested answers.

(Planned to complete syllabus by 10th of Nov. Then Revision by giving **innovative assignments** on....

- Key words
- Important questions from previous years papers

- Self made case studies after discussion with students
- Important topics by presentations

December

Pre-boards Exams

January

Pre-boards Exams

Recommended text books:

Business Studies , published by NCERT (PART 1 & 2)

Reference:

Business Studies by Sandeep Garg

Business Studies by G.S. Alag

Business Studies, By Subhash Dey

Business Studies by P.C. Tulsian

Principles of Business Management by S.A. Siddqui

production department blames marketing for not meeting sales targets and marketing department blames production department for producing goods of substandard quality. The finance department blames both production and marketing for declining return on investment

and bad marketing.

a) What quality of management do you think management is lacking?

b) Also discuss the nature of the above concept. [5]

Q22 A company manufacturing disposable plates and bowls. It produces 1000 units of each item everyday. Due to Navratri festival it got an urgent order of 2,000 of both of these items.

Advise which method of recruitment is suitable in this case and why?

Also discuss which style of leadership will be applicable in this case to manage the above

situation.

[5]

Q23

“Delegation is the entrustment of responsibility and authority to another and the creation of

accountability for performance.” Explain the elements of delegation in the light of above

statement.

[6]

Q24

A case was filed against Burgerfun Ltd by the consumer association for using animal fat in the so

called pure veg burgers. The court passed verdict against the company. As a result there was a

setback to company’s reputation.

i)

Name and explain the concept of marketing which will help the company to restore its

image in the market.

ii)

Also explain the role of the above concept.

[6]

Q25 “Capital structure decision is essentially optimisation of risk return relationship.” Comment [6]

SAMPLE PAPER-2

Time allowed: 3 hrs. M.M:80

Q1. Boss international ltd. manufactures watches. The production department produces more watches than required & sales department is not able to sell total production. Which quality of

management do you think the company is lacking?

1

Q2. Bentech ltd. is facing problems in smooth inter & intra departmental interactions. Sometimes the internet network is not available & sometimes phone lines are not working. Both these

examples indicate which element of communication process?

1

Q3. "Glow & shine Ltd." is a famous beauty brand offering organic products for men & women

.The company uses plant –based materials for its products & is the no.1 beauty brand in the company. It not only satisfies its customer but also believes in overall protection of the planet. Identify the marketing management philosophy being followed by the company. 1

Q4.

What is the job of Gang boss under plan of functional foremanship?

1

Q5.

Name two external factors that may fail controlling.

1

Q6.

How leadership is situational?

1

Q7.

What is financing risk?

1

Q8.

Name two competing intermediaries in the financial system.

1

Q9.

Nirmal was working as a supervisor with „Neer Purifier Ltd.“ which was producing water

purifiers. The target of the company was to produce 200 water purifiers every day. His job was to make sure that work goes on smoothly & there was no interruption in production. To achieve this, he always gives orders & insists that they are obeyed. He believes that reward or punishment both can be given depending upon performance. Identify & describe the leadership style being

adopted by Nirmal.

3

Q10. KPM Ltd. is manufacturing bread & biscuits for many years. It has approximately 150

employees & most of them are not happy with the working environment. Because of this the labour turnover rate is very high. Therefore, the company appoints a new Human resource manager, Harpreet, to analyse the situation. Harpreet finds that there is no free flow of information & there is no suggestion box for the employees to voice their suggestion/grievances. The company rarely organises a social/cultural gathering, the employees just come, finish their work & leave the organisation.

- (a) Identify the communication barrier discussed above
- (b) State the category of this barrier
- (c) Explain any other communication barrier of the same category.

Q11. Mr.Aarav Ali was working as the financé manager in “Pure FodgrainsLtd.”.He shared confidential information about the company with his son who was also running the same line of business. Using this information his son’s company earned huge profits while “Pure Foodgrains Ltd” incurred heavy losses. When Managing director of the company learnt about this act of Mr. Aarav, he lodged a complaint with “All India Management Association”.The association refused to take any action on the complaint with the plea that this matter did not fall under their jurisdiction.

The same company is visited by Dr. Amit Gupta daily for two hours in order to provide medical treatment facility to the employees.Dr.Amit shared a fact about certain disease of an employee withanother employee of the company.Slowly,through informal networks this information reached several employees of the company.The concerned employee,who was suffering from the disease, took it very badly.He lodged a complaint about it with “Medical Council of India”. On investigation the doctor was found guilty & his license was immediately cancelled by the Medical Council

On the basis of above facts, discuss why different course of action was adopted by two regulatory organisations against the guilty persons in the field of medical & management respectively?

3

Q 12. No country is capable enough to produce all the goods & services itself required for its use. Almost all the countries have certain goods & services in surplus & in certain other deficiency. In order to solve this problem several countries have zeroed in the complexities of import –export business. Consequently balance is getting established in the demand & supply of goods & services.

Identify & explain the concept of business environment discussed above. Also explain the other two related concepts.

3

Q13. Mr.Naresh recently completed his M.B.A from one of the IIMs in human resource.He got his first job in a truck manufacturing company. The company has 1500 employees & has an expansion plan in hand that may require additional 500 persons for various types of jobs. Mr.Naresh has been given complete charge of HR Department.List out the specialised activities

that Mr.Naresh is supposed to perform as HR manager of the company.

3

Q14. An environment conscious company „GVN Ltd.“ has its business in all parts of the country.The company follows certain well defined business principles.Following are some of the policies followed by the company:

Honour the law of the country as well as that of the states in which it operates

Respect the custom & culture of all states

Provide clean & safe products to enhance the quality of life throughout the country

Develop a culture in the company that enhances individual creativity while honouring mutual trust & respect between management & labour.

From the above (i) identify & state any one general principle of management & any one dimension of business environment (ii) Also identify any two values which the above guiding

principles & environmental factors are conveying to the society
(2+2=4)

Q15. Explain any four consumer rights.

4

Q16. With the recent government ruling of allowing odd numbered cars on odd dates & even numbered cars on even dates, some of the car manufacturers is expecting an increase in car sales. With this anticipation they have already started to expand their production facilities.

Identify & discuss which importance of Business environment has motivated the car manufacturers to take the step of expansion. Also give three more arguments to justify as to why

it is important to understand business environment.

4

Q17. Abhishek already has a beneficial owner account with ICICI bank. Briefly explain to him how can he proceed with trading in capital market & how the settlement of transactions will take

place.

4

Q18. Differentiate between Primary & secondary market on the basis of:

(a) Parties involved

(b) Type of Trade

(c) Capital formation

(d) Determination of prices

4

Q19. The physical handling & movement of goods from the place of manufacturing to place of

distribution involves number of activities. Discuss these activities.

4

Q20. Asha, Nishant & Manisha has completed their studies in management, fashion designing & engineering respectively. All of them decided to start a business of Designer ladies wear. To begin with they prepared a list of activities to be performed & then they divided these activities into five departments i.e Purchase, Production, Finance & Personnel. Identify the function of

management & discuss its process.

5

Q21. "Warm Care Ltd." manufactures blankets. Company's history has been satisfactory but for

the past two years its cash flows are in bad shape. As a result, the company has not been able to pay sufficient dividends to its shareholders. When Mrs. Pooja Advani, the finance manager of the company, tried to identify the reasons for the poor financial situation of the company, she observed that the control of the company was in the hands of several persons who were unable to take any concrete decision. To come out of this financial crisis, Mrs. Advani is deliberating on the kind of source of finance that needs to be tapped to arrange funds. She wants to make use of such a source which does not prove to be a fixed burden on the company. She also has to keep in mind that the company has to pay rent for its premises & there is employees' salary which is to be paid every month. At the same time, she is keeping a vigilant eye on stock market conditions.

Above discussion highlights four factors which Mrs. Advani has to keep in mind while taking financing decision. Discuss these factors by quoting the lines from above paragraph.

Q22.(i) A manager who tries to control everything may end up controlling nothing

(ii) What is the relationship between planning & controlling?

(3+2=5)

Q23 Communication serves as the lubricant fostering for smooth operations of management process thus it is very important to ensure its smooth flow”. Explain any six measures to improve

communication effectiveness.

6

Q24. . HBL Ltd. keeps constant vigil over business environment & studies it .During the course of this study, considerable fall in the bank interest rates was noted.On the basis of this information,CEO of the company Mr.Agarwal anticipated rapid rise in demand of the products

.Consequently ,company decided to increase production.Company also decided to take special care of health &safety of people & to keep profits at a low level while fixing the price of the product.

To achieve its objective of increased production,company need to recruit 50 additional workers & some managerial staff.Also for managerial posts company want to have young recruits who although might have no experience but are full of new ideas.Mr.Oberoi arranged for the necessary staff. It was brought to the notice of Mr.Oberoi that some of the machine operators needed training. He set up a training centre for this purpose to imitate the factory like environment. In this training centre, trainer imparted them one month training. By adopting these measures company was able to achieve its target production.

Quoting the lines identify the component of business environment.

Quoting the lines identify the objective of management.

Identify & explain three sources of recruitment best suited to requirements of company.

(d) Which training method is being used by the company?

6

Q25. “This department has the main task of advising top management to adopt certain programmes which will add to their public image & ensure that negative publicity do not take

place at all”. Explain the role of this department.

6