

Prepare For The Best, From The Best

CUET 2025

BUSINESS STUDIES

SYLLABUS

The **EDUPREPARATOR** is a ONE-STOP ACADEMY for students who are looking for guidance in CUET and various Entrance Test Examination like BBA, BCA, JOURNALISM & MASS COMMUNICATION, HM and many more.





OFFLINE CENTERS - ASHOK VIHAR, PATEL NAGAR & NOIDA

WWW.EDUPREPARATOR.COM

9990901901,9319737316

Address: T-1, Usha Chamber, Above Master Bakers, Deep Market, Ashok Vihar, Delhi - 52

Congratulations!



OUR CUET & CLAT ACHIEVERS 2024



OUR ENTRANCE TEST ACHIEVERS 2023



OUR ENTRANCE TEST ACHIEVERS 2022





BUSINESS STUDIES - 305

BUSINESS STUDIES - 305 SYLLABUS FOR CLASS 12







BUSINESS STUDIES – 305

Note:

There will be one Question Paper which will have 50 questions and no choice is given this paper. The total duration of this paper will be 60 minutes

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.

•

• Training and Development – meaning, need, methods – on the job and off the job methodsof







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.





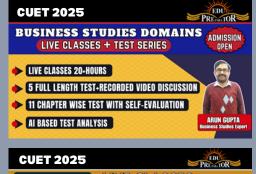
COMMERCE DOMAINS

LIVE CLASSES + TEST SERIES

CUET 2025 Prully A.I. BASED CHAPTERWISE TEST COMMERCE CUET SIMULATED MOCK TEST DOMAINS STUDY MATERIAL Live Online Classes + Test Series ✓ B. Studies ✓ Accountancy PREMATOR ✓ Mathematics ✓ Economics 9990901901, 9311902282 Informatics Practices















PREPARED BY

TEAM OF EXPERTS

CUET 2025

Available Courses

> Hand holding during Examination

PREPARATOR



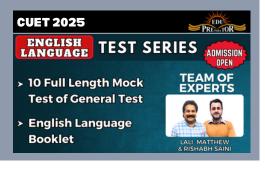
CUET 2025

FULLY A.I. BASED CHAPTERWISE TEST











Add : T-1, Usha Chamber, Above Master Bakers, Deep Market, Ashok Vihar, Delhi - 110052



9990901901 9319737316