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CUET 26

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Business Studies-305

Syllabus for CUET (UG) - 2026

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, organising, 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.

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 organising.
- Structure of organization – functional and divisional. Formal and informal organisation.
- Delegation: meaning, elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralisation.

Unit VI: Staffing

- Meaning, need and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in staffing process.
- Recruitment – meaning, process and sources, Merits and demerits of internal and external
- sources of recruitment.
- Selection – meaning and process.
- Training and Development – meaning, need, methods – on the job and off the job methods of 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, style- authoritative, democratic and laissez-faire.
  - Communication – meaning and importance, formal and informal communication; barriers to effective communication, how to over come the barriers?

Unit VIII: Controlling

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

Unit IX: Business Finance

- Business finance – meaning, role, objectives of financial management.
- Financial decisions: investing, financing and dividend-Meaning and factors affecting. 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: Concept, instruments.
- Capital market and its types (primary and secondary market)
- Stock Exchange-Functions, trading procedure.
- Depository services and demat account.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

Unit XI: Marketing

- Marketing – meaning, functions, role and philosophies.
- Distinction between marketing and selling.
- Marketing mix – concept and elements:
  - Product – nature, classification, branding, labeling and packaging
  - Physical distribution: meaning, role; Components, Channels of distribution, – meaning,
  - types, factors determining choice of channels.
  - Promotion – meaning and role, promotion mix, Advertising, Personal selling sales
  - promotion and public relation, Role of Advertising, objections to Advertising.
  - Price: factors influencing pricing.

Unit XII: Consumer Protection

- Meaning and concept.
- Meaning, Importance of consumer protection.
- The Consumer protection Act,2019. [http://egazette.nic.in/WriteReadData/2019/210422.pdf] Consumer rights.
- Consumer responsibilities.
- Who can file a complaint?
- Ways and means of consumer protection – Consumer awareness and legal redressal with
- special reference to Consumer protection Act 2019, Remedies available.
- Role of consumer organizations and NGOs.

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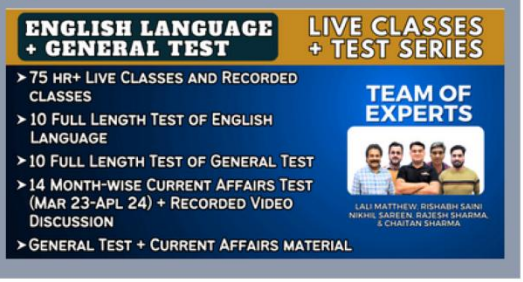

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