



INDIAN SCHOOL MUSCAT
Department of Commerce and Humanities
BUSINESS STUDIES (CODE -054)
CLASS–XII (2022-23)

Theory: 80 Marks

3 Hours

Project: 20 Marks

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	Organising	
6	Staffing	20
7	Directing	
8	Controlling	
	Total	50
Part B	Business Finance and Marketing	
9	Financial Management	15
10	Financial Markets	
11	Marketing Management	15
12	Consumer Protection	
	Total	30
Part C	Project Work (One)	20

Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks)

ASSESSMENT Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

1. Initiative, cooperativeness and participation 2 Mark
2. Creativity in presentation 2 Mark
3. Content, observation and research work 4 Marks
4. Analysis of situations 4 Marks
5. Viva 8 Marks
6. Total 20 Marks

Viva-Voce

- At the end of the stipulated term, each learner will present the research work in the Project File to the External and Internal examiner.
- The questions should be asked from the Research Work/ Project File of the learner.
- The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.
- In case of any doubt, authenticity should be checked and verified.

Suggested Question Paper Design
Business Studies (Code No. 054)
Class XII (2022-23)
March 2023 Examination

Marks: 80

Duration: 3 hrs.

SN	Typology of Questions	Marks	Percentage
1	Remembering and Understanding: Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers. Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas	44	55%
2	Applying: Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way	19	23.75%
3	Analysing, Evaluating and Creating: Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations. Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria. Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.	17	21,25%
	TOTAL	80	100%



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BUSINESS STUDIES (CODE -054)
CLASS–XII (2022-2023)

MONTHLY BREAK UP OF SYLLABUS

MONTH	UNIT
March, 2022	<p><u>Nature and Significance of Management</u></p> <ul style="list-style-type: none"> ❖ Management - concept, objectives, and Importance <ul style="list-style-type: none"> ➤ Understand the concept of management. ➤ Explain the meaning of 'Effectiveness and Efficiency. ➤ Discuss the objectives of management. ➤ Describe the importance of management. ❖ Management as Science, Art and Profession - Examine the nature of management as a science, art and profession. ❖ Levels of Management - Understand the role of top, middle and lower levels of management ❖ Management functions-planning, organizing, staffing, directing and controlling - Explain the functions of management ❖ Coordination- concept and importance – <ul style="list-style-type: none"> ➤ Discuss the concept and characteristics of coordination. ➤ Explain the importance of coordination. <p><u>Principles of Management</u></p> <ul style="list-style-type: none"> ❖ Principles of Management- concept and significance <ul style="list-style-type: none"> ➤ Understand the concept of principles of management. ➤ Explain the significance of management principles ❖ Fayol's principles of management - Discuss the principles of management developed by Fayol. ❖ Taylor's Scientific management principles and techniques - Explain the principles and techniques of 'Scientific Management'.
April, 2022	<p><u>Business Environment</u></p> <ul style="list-style-type: none"> ❖ Business Environment- concept and importance <ul style="list-style-type: none"> ➤ Understand the concept of 'Business Environment'. ➤ Describe the importance of business environment ❖ Dimensions of Business Environment- Economic, Social, Technological, Political and Legal - Describe the various dimensions of 'Business Environment'. ❖ Demonetization – concept and features. ➤ Understand the concept of demonetization <p><u>Planning</u></p> <ul style="list-style-type: none"> ❖ Planning: Concept, importance and limitation <ul style="list-style-type: none"> ➤ Understand the concept of planning. ➤ Describe the importance of planning. ➤ Understand the limitations of planning. ❖ Planning process - Describe the steps in the process of planning. ❖ Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme ➤ Develop an understanding of single use and standing plans ➤ Describe objectives, policies, strategy, procedure, method, rule, budget and programme

	<p>as types of plans</p> <p><u>Organising</u></p> <ul style="list-style-type: none"> ❖ Organising: Concept and importance <ul style="list-style-type: none"> ➤ Understand the concept of organizing as a structure and as a process. ➤ Explain the importance of organising. ❖ Organising Process - Describe the steps in the process of organizing ❖ Structure of organisation- functional and divisional concept - Describe functional and divisional structures of organisation. ❖ Delegation: concept, elements and importance <ul style="list-style-type: none"> ➤ Understand the concept of delegation. ➤ Describe the elements of delegation. ➤ Appreciate the importance of Delegation <p style="text-align: center;">FIRST PERIODIC TEST</p>
May, 2022	<p><u>Organising</u></p> <ul style="list-style-type: none"> ❖ Decentralization: concept and importance <ul style="list-style-type: none"> ➤ Understand the concept of decentralisation. ➤ Explain the importance of decentralisation. ➤ Organising Differentiate between delegation and decentralisation <p><u>Staffing</u></p> <ul style="list-style-type: none"> ❖ Staffing: Concept and importance:- <ul style="list-style-type: none"> ➤ Understand the concept of staffing. ➤ Explain the importance of staffing ❖ Staffing as a part of Human Resource Management concept <ul style="list-style-type: none"> ➤ Understand the specialized duties and activities performed by Human Resource Management ❖ Staffing process:- Describe the steps in the process of staffing ❖ Recruitment process:- <ul style="list-style-type: none"> ➤ Understand the meaning and steps in the process of recruitment. ➤ Discuss the sources of recruitment ❖ Selection – process:- <ul style="list-style-type: none"> ➤ Understand the meaning of selection. ➤ Describe the steps involved in the process of selection. ❖ Training and Development - Concept and importance, <ul style="list-style-type: none"> ➤ Methods of training - on the job and off the job - vestibule training, apprenticeship training and internship training ➤ Differentiate between training and development. ➤ Discuss on the job and off the job methods of training. <p><u>Directing</u></p> <ul style="list-style-type: none"> ➤ Concept and importance ➤ Describe the concept of directing. ➤ Discuss the importance of directing ➤ Elements of Directing ➤ Describe the various elements of directing <p style="text-align: center;">SECOND PERIODIC TEST</p>
June, 2022	<ul style="list-style-type: none"> ➤ Motivation - concept, Maslow's hierarchy of needs, Financial and non-financial

	<ul style="list-style-type: none"> incentives ➤ Understand the concept of motivation. ➤ Develop an understanding of Maslow's Hierarchy of needs. ➤ Discuss the various financial and non-financial incentives ❖ Leadership - concept, styles - authoritative, democratic and laissez faire ➤ Understand the concept of Leadership. ➤ Understand the various styles of leadership. ❖ Communication - concept, formal and informal communication; barriers to effective communication, how to overcome the barriers ➤ Understand the concept of communication ➤ Discuss the concept of formal and informal communication. ➤ Discuss the various barriers to effective communication. ❖ Suggest measures to overcome barriers to communication
August 2022	<p><u>Controlling</u></p> <ul style="list-style-type: none"> ❖ Controlling - Concept and importance:- ➤ Understand the concept of controlling. ➤ Explain the importance of controlling. ❖ Relationship between planning and controlling ➤ Describe the relationship between planning and controlling ❖ Steps in process of controlling ➤ Discuss the steps in the process of controlling <p><u>Financial Management</u></p> <ul style="list-style-type: none"> ❖ Financial Management: Concept, role and objectives ➤ Understand the concept of financial management. ➤ Explain the role of financial management in an organisation. ➤ Discuss the objectives of financial management ❖ Financial decisions: investment, financing and dividend- Meaning and factors affecting ❖ Financial Planning - concept and importance ❖ Capital Structure – concept and factors affecting capital structure ➤ Understand the concept of capital structure. ➤ Describe the factors determining the choice of an appropriate capital structure of a company. ❖ Fixed and Working Capital - Concept and factors affecting their requirements ➤ Understand the concept of fixed and working capital ➤ Describe the factors determining the requirements of fixed and working capital
September, 2022	<p><u>Financial Market</u></p> <ul style="list-style-type: none"> ❖ Financial Markets: Concept, Functions and types:- ➤ Understand the concept of the financial market. ➤ Explain the functions of the financial market. ➤ Understand capital market and money market as types of financial markets. ❖ Money market and its instruments:- ➤ Understand the concept of the money market. ➤ Describe the various money market instruments. ❖ Capital market: Concept, types (primary and secondary), methods of floatation in the primary market. ➤ Discuss the concept of capital market.

	<ul style="list-style-type: none"> ➤ Explain primary and secondary markets as types of capital market. ➤ Differentiate between capital market and money market. ➤ Discuss the methods of floating new issues in the primary market. ➤ Distinguish between primary and secondary markets. ❖ Stock Exchange – Meaning, Functions and trading procedure ➤ Give the meaning of a stock exchange. ➤ Explain the functions of a stock exchange. ➤ Discuss the trading procedure in a stock exchange. ➤ Give the meaning of depository services and demat account as used in the trading procedure of securities. ❖ Securities and Exchange Board of India (SEBI) - objectives and functions ➤ State the objectives of SEBI. ➤ Explain the functions of SEBI <p style="text-align: center;">HALF YEARLY EXAMINATION</p>
October, 2022	<ul style="list-style-type: none"> ❖ Marketing Mix – Concept and elements:- ➤ Understand the concept of marketing mix. ➤ Describe the elements of the marketing mix. ❖ Product - branding, labelling and packaging – Concept:- ➤ Understand the concept of product as an element of marketing mix. ➤ Understand the concepts of branding, labelling and packaging ❖ Price - Concept, Factors determining price:- ➤ Understand the concept of price as an element of marketing mix. ➤ Describe the factors determining price of a product. ❖ Physical Distribution – concept, components and channels of distribution- ❖ Understand the concept of physical distribution. ❖ Explain the components of physical distribution. Describe the various channels of distribution. ❖ Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations ➤ Understand the concept of promotion as an element of marketing mix. ➤ Describe the elements of the promotion mix. ➤ Understand the concept of advertising and personal selling, sales Promotion, public relations.
November, 2022	<p><u>Consumer Protection</u></p> <ul style="list-style-type: none"> ❖ Concept and importance of consumer protection ➤ Understand the concept of consumer protection. ➤ Describe the importance of consumer protection. ➤ Discuss the scope of Consumer Protection Act, 2019 ❖ Understand the concept of a consumer according to the Consumer Protection Act, 2019. ❖ Explain the consumer rights ❖ Understand the responsibilities of consumers ❖ Understand who can file a complaint and against whom? ❖ Discuss the legal redressal machinery under Consumer Protection Act, 2019. ❖ Examine the remedies available to the consumer under Consumer Protection Act, 2019 ❖ Consumer awareness - Role of consumer organizations and Non-Governmental

	<p>Organizations (NGOs)</p> <p>➤ Describe the role of consumer organizations and NGOs in protecting consumers' interests.</p>
	FINAL EXAMINATION 2022
December, 2022	REVISION
January, 2023	FIRST PRE BOARD EXAMINATION BOARD PRACTICAL EXAMINATIONS
February, 2023	SECOND PRE BOARD EXAMINATION CBSE BOARD EXAMINATION
March, 2023	CBSE BOARD EXAMINATION

