

ARMY PUBLIC SCHOOL, BANGALORE
SPLIT UP SYLLABUS 2023-24

CLASS - 12
SUBJECT- Business Studies

SL. NO.	MONTH & WORKING DAYS	CONTENT
1.	MARCH, 13 DAYS	Unit 1: Nature and Significance of Management Concept Management,- concept, objectives, and importance, Management as Science, Art and Profession Levels of Management , Management functions- planning, organizing, staffing, directing and controlling , Coordination- concept and importance
2.	APRIL, 14 DAYS	Unit 2 : Principles of Management Principles of Management- concept and significance, Taylor's Scientific management- principles and techniques
3.	JUNE, 24 DAYS	Unit 3: Business Environment,Business Environment- concept and importance Dimensions of Business Environment Economic, Social, Technological, Political and Legal Demonetization - concept and features. Unit 4: Planning Concept, importance and limitation Planning process Single use and standing plans. Objectives, Strategy, Policy, Procedure, method Rule, budget and Programme
4.	JULY, 23 DAYS	Unit 5: Organising Concept and importance Organising Process Structure of organisation- functional and divisional concept. Formal and informal organisation- concept Delegation: concept, elements and importance Decentralization: concept and importance . Unit 6: Staffing Concept and importance of staffing Staffing as a part of Human Resource Management concept Staffing process Recruitment process Selection – process Training and Development - Concept and importance, Methods of training - on the job and off the job - vestibule training, apprenticeship training and internship training
5.	AUG, 24 DAYS	Unit 7: 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. Unit 8: Controlling - Concept and importance Relationship between planning and controlling Steps in process of control

6.	SEPT, 22 DAYS	Part B: Business Finance and Marketing Unit 9: Financial Management Concept, role and 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 Fixed and Working Capital - Concept and factors affecting their requirements
7.	OCT, 16 DAYS	Unit 10: Financial Markets Financial Markets: Concept Money Market: Concept Capital market and its types (primary and secondary) Stock Exchange - Functions and trading procedure Securities and Exchange Board of India (SEBI) - objectives and functions
8.	NOV, 21 DAYS	Unit 11: Marketing Marketing – Concept, functions and philosophies Marketing Mix – Concept and elements Product - branding, labelling and packaging – Concept Price - Concept, Factors determining price Physical Distribution – concept, components and channels of distribution Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations. Unit 12: Consumer Protection Concept and importance of consumer protection The Consumer Protection Act, 2019 Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available Consumer awareness - Role of consumer organizations and Non- Governmental Organizations (NGOs)
9.	DEC, 18 DAYS	Revision/ Preboard I
10.	JAN, 23 DAYS	Revision/ Preboard II
11.	FEB, 24 DAYS	

12.	MARCH, 21 DAYS	
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BOOKS: NCERT