

Subject: Business Studies (054)

Learning Objectives:

- Understand diverse cultural perspectives and apply general business knowledge in the global market
- Identify and evaluate ethical, social, and environmental impacts in business
- Articulate ideas persuasively and logically and collaborate with others toward a common goal
- Utilize analytical skills to devise innovative and creative solutions to problems
- Integrate core concepts and theories across functional areas of business

The prescribed syllabus is expected to:

- Promote understanding of basic principles of Management
- Discuss 2. To develop in students an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To develop an interest in the theory and practice of business, trade and industry;)
To familiarize students with theoretical foundations of organizing, managing and handling operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social cost and benefits arising there from;
- To acquaint students with the practice of managing the operations and resources of business;
- To prepare students to function more effectively and responsibly as consumers, employers, employees and citizens;
- To help students in making the transition from school to the world of work including self-employment;
- To develop in students a business attitude and skills to be precise and articulate

Unit Test 1:

Unit I: Nature and Significance of Management • Management- concept, objectives and importance.

• Management as Science, Art and Profession. • Levels of Management • Management functions- planning, organising, staffing, directing and controlling. • Coordination- concept and importance. Concept includes meaning and characteristics/features. Objectives - organizational, social and personal. Management as art- Features of art and the existence of these features in management. Management as science- Features of science and the existence of these features in management. Management as profession- features of profession and the existence of these features in management. Levels of management-Functions of Management at top, middle and supervisory levels with names of job positions. Discuss the concept and characteristics of Coordination. Explain the importance of coordination.

Unit 2: Principles of Management • Principles of Management- concept and significance. • Fayol's principles of management. • Taylor's Scientific management- principles and techniques. Meaning of principles of management. Nature of principles of management by stating their basic characteristics. Significance or need of principles of management. Principles of Scientific Management given by Taylor- Science, not rule of thumb; Harmony, not discord; Cooperation, not individualism; Development of each and every person to his or her greatest efficiency and prosperity. Taylor's techniques of Scientific management: Functional Foremanship; Standardisation

and Simplification; Work study: Method study, Motion study, Time study, Fatigue study. Differential piece wage system. Basis of his thought ... Mental Revolution.

Term 1:

1. Introduction to Management
2. Principles of Management
3. Management and Business Environment
4. Planning
5. Organizing
6. Staffing
7. Directing
8. Controlling

Unit Test 2:

Unit 9: Financial Management • Concept and objectives of financial management. • Financial decisions: investment, financing and dividend and factors affecting. • Financial planning – concept, objectives and importance. • Capital Structure – Concept and factors determining the choice of an appropriate capital structure. • Fixed and Working Capital - Concept and factors affecting their requirements. Factors affecting capital budgeting decisions- cash flows of the project, the rate of return, investment criteria involved. Factors affecting financing decision-cash flow position of the company, cost, risk, floatation costs, fixed operating costs, control considerations, state of the capital market, Return on investment, tax rate, flexibility, regulatory framework . Factors affecting dividend decision- amount of earnings, stability of earnings, stability of dividends, growth opportunities, cash flow position, shareholder's preference, taxation policy, stock market reaction, access to capital market, legal constraints, contractual constraints. Factors affecting fixed capital requirement- Nature of business, scale of operations, choice of technique, technology upgradation, growth prospects, diversification, financing alternatives, level of collaboration. Working capital- concept of operating cycle, factors affecting working capital requirement- Nature of business, scale of operations, business cycle, seasonal factors, production cycle, credit allowed, credit availed, availability of raw material.

Unit 10: Financial Markets • Financial Markets: Concept and types. • Money market and its instruments. • Capital market and its types (primary and secondary) • Stock Exchange- Functions and trading procedure. • Securities and Exchange Board of India (SEBI)- objectives and functions. Meaning of depository services and Demat account as used in the trading procedure of securities. Types of financial market- money market and capital market- meaning. Money market instruments- Treasury bill, commercial paper, call money, certificate of deposit, commercial bill. Capital market - Types- primary and secondary market- concept. Differences between: Capital and money markets; Primary and Secondary markets

PREBOARD 1

1. Introduction to Management
2. Principles of Management
3. Management and Business Environment
4. Planning
5. Organizing
6. Staffing
7. Directing

- 8. Controlling
- 9. Financial Management
- 10. Financial Markets
- 11. Marketing Management
- 12. Consumer Protection

PREBOARD 2

All chapters mentioned above.