

West Bengal Council of Higher Secondary Education

SUBJECT: BUSINESS STUDIES (BSTD)

CLASS – XII

SEMESTER – III

FULL MARKS: 40

UNIT	TOPICS	HRS	MARKS
Unit 1	Nature and Significance of Management: <ul style="list-style-type: none"> • Management – Concept, Objectives, Importance. • Management as Science, Art and Profession. • Levels of Management. • Management Functions – Planning, Organising, Staffing, Directing, Controlling. • Coordination – Characteristics and Importance 	20	5
Unit 2	Principles of Management: <ul style="list-style-type: none"> • Principles of Management – Concept, Nature and Significance. • Fayol's Principles of Modern Management. • Taylor's Scientific Management – Principles and Techniques. 	14	5
Unit 3	Business Environment: <ul style="list-style-type: none"> • Business Environment – Concept, Importance. • Dimensions of Business Environment – Economic, Social, Technological, Political and Legal. • Concept of Liberalisation, Privatisation and Globalisation. • Impact of Government Policy changes on Business and Industry with special reference to Liberalisation, Privatization and Globalization. 	12	5
Unit 4	Planning: * Concept, Importance, Limitations. <ul style="list-style-type: none"> • Planning process. • Types of Plans – Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme. 	14	7
Unit 5	Organising: <ul style="list-style-type: none"> • Concept and Importance. • Steps in the Process of Organising. • Structure of Organisation – Functional and Divisional. • Formal and Informal Organisation. • Delegation: Concept, Elements and Importance. • Decentralization: Concept and Importance. 	14	8
Unit 6	Marketing Management – I : <p>Marketing-Meaning, Functions, Marketing vs. Selling.</p> <p>Marketing Management Philosophies.</p> <p>Marketing Mix-Concept</p> <p>Product-Concept, Branding, Labelling and Packaging.</p> <p>Price-Factors determining Price.</p> <p>Physical Distribution-Concept, Channels of Distribution: Types, Choice of Channels.</p>	18	5
Unit 7	Consumer Protection: <ul style="list-style-type: none"> • Consumer Protection: Concept and Importance & The Consumer Protection Act, 2019: <p>Meaning of consumer, Rights and Responsibilities of Consumers, Who can file a complaint? Redressal machinery, Remedies available</p> • Consumer Awareness- Role of Consumer Organisations and Non-Governmental Organisations (NGOs) 	26	5
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