

Business Studies

CLASS- 12



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Class - XII

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PREFACE

This book is designed to provide a comprehensive introduction of *Business Studies*. It is primarily a student oriented text book, as it satisfies the requirements of students for knowledge and examination.

The topics have been presented in a simple, concise and interesting style. Every attempt has been made to maintain easy readability and quick comprehension. Each chapter closes with a summary of important points that students should retain. The book included few case studies as introduction of new learning pedagogy, which will be a compulsory part of curriculum in higher studies of business management courses, such as masters and MBA.

Writers have understood the importance of adding new material and made coverage of emerging new topics, such as GST, CSR, Business Law and Contract Act, etc.

The book represents a synthesis of theory and practice of management approach. We hope the book will provide a solid foundation of knowledge.

We enthusiastically invite your feedback on this book. Please feel free to send it. Wish you all the best for your bright career and happy life.

Convener and Authors

SYLLABUS

Business Studies

Class-XII

Time- 3.15 hours

Max.Marks- 100

S.No.	Areas / Scope	Marks
1.	Theory	56
2.	Practice	08
3.	Case Study	16
4.	Sessional Evaluation	20

S.No.	Content	Preiod	Marks
1.	Management - Meaning, Definition, Nature - Functional Areas, Process - Principles, Managerial Roles - Emerging Trends : MBO, MBE Stralegic management, Stress management	60	16
2.	Motivation and Leadership - Meaning, Definition, Needs, Techniques Theerics - Maslow Herzbery, xyz Leadership - Meaning, Definition, Traits, Styles	30	8
3.	Advertisement : Meaning, Definition, Objectives, Means, Merit, Danerits, Importance, Marketing Management - Meaning, Definition, Process, Importance Sales Promotion - Introduction, Importance, Types, Methods	30	8

4.	Business Law : Introduction, Scope, Terminology, Legal Provisions Contract Act - Legal Provisions	60	16
5.	Entrepreneurship - Introduction, Nature, Importance, Barriers Entrepreneur - Traits, Types, Women & Rural Entrepreneur, EDP - Government Efforts	30	8
6.	Insurance - Introduction, Scope, Types Objectives, Functions, Need, Importance, Social Security, Insurance Agent & Functions	30	8
7.	Corporate Social Responsibility CSR - Introduction, Legal Provisions Importance	30	8
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