

Andhra Pradesh Board Business Studies Syllabus for Class 12

Business Studies
Class 12

Unit 1. Management: Nature and Significance:-

Management - Meaning, objectives and importance; Nature of Management- as a science, Art and Profession; Levels of Management- Top, Middle and Supervisory; Management Functions- planning, organising, staffing, directing and controlling; Co-ordination-nature and importance.

Unit 2. Principles of Management:-

Management Theories- Meaning, nature and significance, Fayol's principles of general Management; Taylor's Scientific Management-principles and techniques.

Unit 3. Business Environment:-

Business Environment- Meaning and importance; Dimensions of Business Environment - Political, Economic, Social, Technological and Legal. Economic Environment in India, Impact of Government Policy changes in business and industry with special references to liberalization, privatization and globalization (Since 1991); Managerial response to changes in business environment.

Unit 4.

Planning:

Meaning, Features and importance; Goals, Strategies, Objectives, Policies, Procedures, Methods, Rules, Budget and Programmes- Meaning and distinction; Planning Process; Limitations of Planning.

Unit 5.

Organizing:

Meaning and importance; Steps in the process of organizing; Structure of Organization- Functional and divisional, formal and informal organizations; Delegation- Meaning, importance and elements; Decentralization - meaning and importance Difference between delegation and decentralization.

Unit 6.

Staffing:

Meaning, need and importance; Staffing as a part of human resource management; Steps in staffing process; Recruitment- meaning and sources; Selection- Meaning and process; Training and Development - meaning, need and distinction; Methods-Job rotations, apprenticeship, vestibule, internship;

Unit 7. Directing:

Meaning, principles and Importance; Elements of Direction- (a) Supervision - meaning and importance; (b) Motivation- meaning, need and importance; Financial and non - financial incentives (c) Leadership- meaning, importance and qualities of a good leader. (d) Communication - meaning and importance, formal and informal communication, Barriers of effective communication.

Controlling

Unit 8.

Meaning, techniques and importance; Steps in the process of control; Relationship between planning and controlling.
Financial Management

Unit 9.

Financial Management- Meaning, objectives and finance function; Financial Planning- Meaning and importance; Capital Structure - Meaning and factors; Fixed and Working Capital- Meaning and determinant factors;

Unit 10. Capital Market

Meaning and nature- primary and secondary market; Money market, Distinction between Capital market and money market; Stock Exchange- Meaning, functions and trading procedure; SEBI - Objectives and functions.

Unit 11.

Marketing Management:

Meaning and objectives; Distinction between marketing and selling; Marketing function; Marketing Mix- Meaning and elements :-

(1). Product- Product mix, branding, levelling and packaging.

(2). Pricing Strategies.

(3). Place- Physical distribution and channels of distribution; factors determining choice of channels; Sales Promotion:- Meaning and methods, Advertising - features, media, choice of media, effect of media; Personal selling- features; Public Relations - concepts.

Unit 12. Business Correspondence:

Business letters- (A) Meaning, essentials of a good business letter, Format and Parts. (B) Enquiry, Quotation, Order, Reference, Complaint and Dunning letters.

Unit 13. Consumer Protection:

Importance; Consumer rights and responsibilities; Ways and means of consumer protection.