

Syllabus for 15th national Level CTSE Test (2020-21)

Business studies (10+2)

Part A: Principles and Function of Management - concept, objectives, and importance s of Management

Unit 1: Nature and Significance of Management

Management as Science, Levels of Management Art and Profession Management functions-planning, organizing, staffing, directing and controlling Coordination- concept and importance

Unit 2: Principles of Management

Principles of Management- concept and significance Fayol's principles of management Taylor's Scientific management- principles and techniques

Unit 3: Business Environment

Business Environment Dimensions of Business Environment- Economic, Social, Technological, Political and Legal

Unit 4: Planning

Planning: Concept, importance and limitation Planning process

Unit 5: Organising

Organising: Concept and importance Organising Process Structure of organisation- functional and divisional concept Delegation: concept, elements and importance Decentralization: concept and importance

Unit 6: Staffing

Staffing: Concept and importance, 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

Unit 7: Directing

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;

Unit 8: Controlling

Controlling - Concept and importance, Steps in process of control

Part B: Business Finance and Marketing Unit 9: Financial Management , Financial Management: Concept, role and objectives, 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.

Unit 10: Financial Markets

Financial Markets: Concept, Functions and types, Money market and its instruments, Capital market: Concept, types (primary and secondary), methods of floatation in the primary market, Stock Exchange – Meaning, Functions and trading procedure, Securities and Exchange Board of India (SEBI) - objectives and functions.

Unit 11: Marketing

Marketing – Concept, functions and philosophies – Product, Price and Standard, Marketing Mix – Concept and elements, Product - branding, labelling and packaging – Concept, Price - Concept, Factors determining price, Physical Distribution – concept, Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations.

Unit 12: Consumer Protection

Consumer Protection: Concept, Consumer Protection Act 1986: Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available.