

Business Studies-

305 Syllabus for

CUET (UG)



TestCoach

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Unit I: *Nature and Significance of Management*

- Management – concept, objectives, importance.
- Nature of management; Management as Science, Art, Profession.
- Levels of management – top, middle supervisory (First level).
- Management functions – planning, organising, staffing, directing and controlling.
- Coordination – nature and importance.

Unit II: *Principles of Management*

- Principles of Management – meaning, nature and significance.
- Fayol's principles of management.
- Taylor's Scientific Management – Principles and Techniques.

Unit III: *Business Environment*

- Business Environment – meaning and importance.
- Dimensions of Business Environment – Economic, Social, Technological, Political and Legal.

Unit IV: *Planning*

- Meaning, features, importance, limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit V: *Organising*

- Meaning and importance.
- Steps in the process of organising.
- Structure of organization – functional, and divisional.
- Formal and informal organisation.
- Delegation: meaning elements and importance.
- Decentralization: meaning and importance.
- Difference between delegation and decentralisation.

Unit VI: *Staffing*

- Meaning, need and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in staffing process.
- Recruitment – meaning and sources.
- Selection – meaning and process.
- Training and Development – meaning, need, methods – on the job and off the job methods of training.

Unit VII: *Directing*

- Meaning, importance and principles.
- Elements of Direction:
 - Supervision – meaning and importance
 - Motivation – meaning and importance, Maslow's hierarchy of needs; Financial and non- financial incentives.
 - Leadership – meaning, importance;
 - Communication – meaning and importance, formal and informal communication; barriers to effective communication.

Unit VIII: *Controlling*

- Meaning and importance.
- Relationship between planning and controlling.
- Steps in the process of control.

Unit IX: *Business Finance*

- Business finance – meaning, role, objectives of financial management.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

Unit X: *Marketing*

- Marketing – meaning, functions, role.
- Distinction between marketing and selling.
- Marketing mix – concept and elements:
 - Product – nature, classification, branding, labeling and packaging
 - Physical distribution: meaning, role; Channels of distribution, – meaning, types, factors, determining choice of channels.
 - Promotion – meaning and role, promotion mix, Role of Advertising and personal selling; objections to Advertising.
 - Price: factors influencing pricing.

Unit XI: *Consumer Protection*

- Importance of consumer protection.
- Consumer rights.
- Consumer responsibilities.
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to Consumer protection Act.
- Role of consumer organizations and NGOs.

Unit XII: *Entrepreneurship Development*

- Concept, Functions and Need.
- Entrepreneurship Characteristics and Competencies.
- Process of Entrepreneurship Development.
- Entrepreneurial Values, Attitudes and Motivation – Meaning and Concept.