

BUSINESS STUDIES

No. Name of unit and Focused Areas

1 Nature and significance of Management

Meaning and characteristics of management
Objectives of Management
Nature of management – Art, Science and Profession
Levels of management
Co-ordination – the essence of management
Importance of Co-ordination

2 Principles of management

Taylor's Scientific Management
Techniques of Scientific Management
Fayol's Principles of Management

3 Business Environment

Meaning of Business Environment
Importance of Business Environment
Dimensions of Business Environment
Economic environment in India - Liberalisation, Privatisation, Globalisation

4 Planning

Planning – Features
Importance of Planning
Planning Process
Types of Plans

5 Organising

Organising – Meaning
Organisational structure and its types
Formal and Informal organisation - Differences
Delegation and Elements of delegation

6 Staffing

Staffing – Meaning
Staffing process
Sources of Recruitment
Important tests used for Selection of Employees
Training Methods

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7 Directing

Directing – Meaning
Elements of directing – Supervision, Motivation, Leadership, Communication
Maslow’s Need Hierarchy Theory
Leadership – Qualities of a good leader
Elements of Communication Process
Formal and Informal communication (Meaning)

8 Controlling

Controlling – Meaning
Controlling process
Techniques of managerial control – Traditional Techniques

9 Financial Management

Financial Management
Financial decisions – Investment decision - Financing decision – Dividend decision (Meaning only)
Capital structure - Meaning
Factors affecting the choice of capital structure
Fixed capital and Working capital (Meaning)

10 Financial Markets

Concept of Financial market
Money market - instruments
Capital market (Meaning)
Distinction between money market and capital market
Stock exchange – Functions

11 Marketing

Marketing and selling
Functions of marketing
Marketing mix – Elements of marketing mix
Pricing – Factors affecting price determination
Advertising – Merits and Limitations
Sales promotion – Commonly used sales promotion activities

12 Consumer Protection

Consumer protection Act
Consumer Rights
Redressal agencies under the Consumer Protection Act