

For the year 2025

# **Business Studies- 305 Syllabus for NCET 2025**

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*Note:*

***There will be one Question Paper which will have 28 questions out of which 25 questions need to be attempted.***

### **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, organizing, 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, and limitations.
- Planning process.
- Types of Plans – Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

### **Unit V: *Organizing***

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

### **Unit VI: *Staffing***

- Meaning, need, and importance of staffing.
- Staffing as a part of Human Resources Management.
- Steps in the 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 the 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 the 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.