

# Business Studies

## **Nature and Significance of Management Concept**

Management – concept, objectives, and importance, Management as Science, Art, and Profession, Levels of Management, Management functions-planning, organizing, staffing, directing, and controlling, Coordination- concept, and importance, Fayol's principles of management, Taylor's Scientific management- principles and techniques

## **Business Environment**

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

**Planning:** Concept, importance, and limitation, Planning process

**Organizing:** Concept and importance, Structure of organization- functional and divisional concept, Delegation: concept, elements, and importance, Decentralization: concept and importance

**Staffing:** Concept and importance, Staffing process, Recruitment and selection, Training and

**Directing:** Concept and importance, Elements, 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

**Controlling :** Concept and importance, Process

## **Business Finance and Marketing**

**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

**Financial Market:** 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

**Consumer Protection:** Meaning of consumer, Rights and responsibility of consumer, Consumer protection, Consumer Protection Act 1986, Redressal machinery, Remedies available