

**Class – XII**  
**DELETED SYLLABUS**  
**(For the Session of 2020-21 Only)**  
**BUSINESS STUDIES**  
**(THEORY)**

**Part A: Principles and Functions of Management**

**Unit 3: Business Environment**

- Economic Environment in India; Impact of Government policy changes on business and industry, with special reference to adoption of the policies of liberalization, privatization and globalisation

**Unit 4: Planning**

- Types of Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

**Unit 5: Organising**

- Formal and informal organization.

**Unit 6: Staffing**

- Staffing as a part of Human Resource Management

**Unit 7: Directing**

- Elements of Directing
  - Communication - Barriers to effective communication.

**Unit 8: Controlling**

- Relationship between planning and controlling

**Part B : Business Finance and Marketing**

**Unit 11: Marketing Management**

- Marketing mix - elements
  - Physical distribution: Elements; Channels of distribution : types, function, choice of channels

**Unit 12: Consumer Protection**

- Importance of consumer protection
- Ways and means of consumer protection - Consumer awareness
- Role of consumer organizations and NGOs.



