

**For the year 2026**

# **Business Studies- 305 Syllabus for CUET (UG)**

BUSINESS

## **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, process and sources, Merits and demerits of internal and external sources of recruitment.
- 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, style- authoritative, democratic and laissez-faire.
  - Communication – meaning and importance, formal and informal communication; barriers to effective communication, how to over come the barriers?

## **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 decisions: investing, financing and dividend-Meaning and factors affecting.
- Financial planning – meaning and importance.
- Capital Structure – meaning and factors.
- Fixed and Working Capital – meaning and factors affecting their requirements.

## **Unit X: Financial Markets**

- Concept of Financial Market
- Money Market: Concept, instruments.
- Capital market and its types (primary and secondary market)
- Stock Exchange-Functions, trading procedure.
- Depository services and demat account.
- Securities and Exchange Board of India (SEBI) – Objectives, Functions.

## **Unit XI: Marketing**

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

## **Unit XII: Consumer Protection**

- Meaning and concept.
- Meaning, Importance of consumer protection.
- The Consumer protection Act, 2019. [<http://egazette.nic.in/WriteReadData/2019/210422.pdf>]
- Consumer rights.
- Consumer responsibilities.
- Who can file a complaint?
- Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to Consumer protection Act 2019, Remedies available.
- Role of consumer organizations and NGOs.

BUSINESS STUDIES