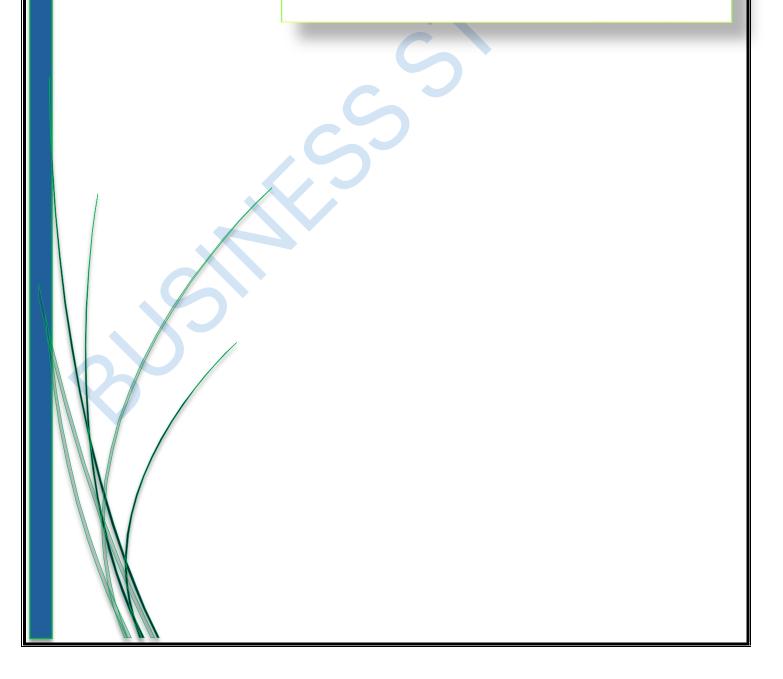
For the year 2026

Business Studies305 Syllabus for CUET (UG)



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.