

**GOPALAN PRE UNIVERSITY COLLEGE**  
**SUBJECT & CODE: BUSINESS STUDIES**  
**SYLLABUS**

S.NO	TOPICS AND CONTENT	NO.OF HOURS
	<p>CHAPTER 1: INTRODUCTION TO MANAGEMENT</p> <p>1.1 Meaning, Definitions and Features of Management</p> <p>1.2 Objectives : Organisational, Social and Personal</p> <p>1.3 Importance of Management</p> <p>1.4 Management as Science, Art and Profession</p> <p>1.5 Levels of Management – Top level Middle level Meaning only Lower level</p> <p>1.6 Management functions – Planning, Organising, Staffing, Directing and Controlling – Meaning</p> <p>1.7 Co-ordination – Meaning and Features</p>	10 hours
	<p>CHAPTER 2: PRINCIPLES OF MANAGEMENT</p> <p>Introduction 2.1 Principles of Management – Meaning and Features</p> <p>2.2 Fayol’s Principles of Management</p> <p>2.3 Taylor’s Scientific Management – Meaning and Principles</p>	08 Hours
	<p>CHAPTER 3: PLANNING</p> <p>Introduction 3.1 Meaning and Definitions of Planning</p> <p>3.2 Importance of Planning</p> <p>3.3 Limitations of Planning</p> <p>3.4 Planning process</p> <p>3.5 Types of plans- Objectives, Strategies, Policies, Procedures, Methods, Rules, Programmes, Budgets</p>	10 Hours

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	<p>CHAPTER 4: ORGANISING</p> <p>Introduction 4.1 Meaning and Definitions of Organising</p> <p>4.2 Importance of Organising</p> <p>4.3 Organising Process</p> <p>4.4 Organisation Structure –Functional and Divisional (Meaning, Suitability and Chart)</p> <p>4.4.1 Formal and Informal Organisation (Meaning and chart of Formal organisation)</p> <p>4.4.2 Distinction between Formal and Informal Organisation</p> <p>4.4.3 Delegation – Meaning, Elements and Importance</p> <p>4.5 Decentralisation – Meaning and Importance</p> <p>4.6 Centralisation – Meaning</p>	12 Hours
	<p>CHAPTER 5: STAFFING</p> <p>Introduction 5.1 Meaning and Definitions of Staffing</p> <p>5.2 Importance of Staffing</p> <p>5.3 Staffing as a part of Human Resource Management</p> <p>5.4 Staffing process: Meaning and Steps</p> <p>5.4.1 Recruitment: Meaning and Sources of recruitment Internal sources:</p> <p>5.4.2 Selection Process: Meaning of Selection Process</p> <p>5.4.3 Training and Development</p>	14 Hours
	<p>CHAPTER 6: DIRECTING</p> <p>Introduction 6.1 Meaning and Definitions of Directing</p> <p>6.2 Importance of Directing</p> <p>6.3 Elements of Direction- Supervision, Motivation, Leadership and Communication.</p>	10 Hours

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	<p>6.4 Supervision – Meaning and Importance</p> <p>6.5 Motivation – Meaning, Maslow’s hierarchy of needs</p> <p>6.6 Leadership – Meaning, Leadership styles (Meaning only),Qualities of a successful leader</p> <p>6.7 Communication: Meaning and Importance of Communication</p> <p>6.7.1 Formal and Informal Communications (Meaning only)</p> <p>6.7.2 Barriers to effective communication</p> <p>6.7.3 How to overcome the barriers of communication?</p>	06 Hours
	<p>CHAPTER 7: CONTROLLING</p> <p>Introduction 7.1 Meaning and Definitions</p> <p>7.2 Importance of Controlling</p> <p>7.3 Controlling Process</p>	

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	<p>CHAPTER 8: FINANCIAL MANAGEMENT AND FINANCIAL MARKETS 24 Hours</p> <p>(A) FINANCIAL MANAGEMENT</p> <p>8.1 Meaning &amp; Definitions, Role and Objectives of Financial Management</p> <p>8.2 Financial Decisions or Decision- Making in Financial Management</p> <p>8.3 Financial planning-Meaning and Importance</p> <p>8.4 Fixed and working capital-Meaning and factors affecting their requirements</p> <p>(B) FINANCIAL MARKETS</p> <p>8.5 Meaning and types of Financial Markets</p> <p>8.6 Money Market 8.6.1 Money Market Instrument</p> <p>8.7 Capital Market</p> <p>8.8 Stock Exchange: Meaning, Definition, Features and Functions</p> <p>8.9 Trading Procedure on a Stock Exchange</p> <p>8.10 Demat Account and Depository Services</p> <p>8.11 Securities and Exchange Board of India (SEBI) - Meaning, Objectives and Functions</p> <p>8.12 Relevant Terms in Stock Exchange: a) NSEI: (National Stock Exchange of India) b) NASDAQ: (National Association of Securities Dealers Automated Quotations) c) Dow Jones Industrial Average d) Bull e) Bear f) Lamé duck g) Stag h) Spot delivery i) Forward delivery j) BSE SENSEX k) NSE NIFTY l) Blue Chips</p>	
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	<p>CHAPTER 9: MARKETING 20 Hours</p> <p>Introduction 9.1 Meaning and Definitions of Market and Marketing</p> <p>9.2 Marketing Functions</p> <p>9.3 Marketing Mix – Meaning and Elements of Marketing Mix 9.3.1 Product: Meaning - Elements of Product mix - Branding, Grading, Packing, Labelling, Guarantee. Warrant. After Sales Service, Home Delivery 9.3.2 Price: Factors affecting pricing decisions 9.3.3 Place (Distribution): Physical Distribution, Channels of distribution, 9.3.4 Promotion: Meaning and Elements of Promotion: Advertising, Personal Selling, Sales Promotion and Publicity</p> <p>9.4 Advertising – Meaning and Definitions , Objectives , Merits and Demerits , Objections to Advertising</p> <p>9.5 Personal Selling - Meaning and Features , Distinction between Advertising and Salesmanship ,Qualities of a successful salesman</p> <p>9.6 Sales promotion – Meaning and Objects , Methods of Sales Promotion</p> <p>CHAPTER 10: CONSUMER PROTECTION 06 Hours</p> <p>Introduction 10.1 Meaning of Consumer and Consumer Protection</p> <p>10.2 Importance</p> <p>10.3 Consumer Protection Act, 1986</p> <p>10.4 Rights of Consumers</p> <p>10.5 Consumers’ Responsibilities</p> <p>10.6 Who can file a complaint?</p> <p>10.7 Consumer Grievances Redressal Agencies (Machinery) District Forum State Commission National Commission</p> <p>10.8 Remedies Available</p>	
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