



Business Studies

Grade XII

Subject Code: 628

Full Marks: 100
Teaching Hrs: 150

I. Introduction:

This course is an extension of Business Studies of Grade XI. The course emphasizes on the adequate orientation of the study of management. The main thrust of this course is to strengthen the fundamental knowledge acquired by the students at Grade XI and provides in-depth understanding of management functions related to business. In addition, the course also aims to equip the students with suitable tools and techniques of management to carry out management functions successfully that ensure the sustainability and growth of business. Besides, the course also imparts required knowledge on general insurance business along with major emerging management concepts. This is a theoretical course which consists of fourteen units.

II. General Objectives:

The general objectives of the course are to:

- (1) provide fundamental knowledge on principles, practices and operations of business management;
- (2) familiarize the students with the knowledge related to different functional aspects of business management; and
- (3) equip the students with skills and knowledge that can be effectively applied in business management.

III. Specific Objectives:

The specific objectives of the course are to:

- (a) acquaint the students with a blend of fundamental concepts and development of management;
- (b) familiarize the students with knowledge of major management functions, and their importance;
- (c) provide an insight to the students on recognized tools, techniques and practices of management functions; and
- (d) develop skills for the application of acquired knowledge at various situations.

IV. Course Contents:

Unit 1: Nature of Management LH 12

- Concept and meaning of management
- Characteristics of management
- Management as science, art and profession
- Management and administration
- Functions of management
- Levels of management

Unit 2: Principles of Management LH 10

- Concept of scientific management
- Taylor's scientific management: principles and limitations
- Fayol's administrative management theory
- Max Weber's bureaucracy theory: concept and principles

Unit 3: Planning LH 8

- Concept of planning
- Types of planning
- Planning process
- Need for planning
- Benefits of planning
- Limitations in planning

Unit 4: Organizing LH 30

- Concept of organizing
- Principles of organizing
- Importance of organizing as a management function
- Organizing process
- Organizational structures: Line, line and staff, functional
- Departmentation: meaning and methods
- Concept of authority, responsibility and accountability
- Principles of delegation of authority
- Barriers to effective delegation of authority
- Decentralization: meaning and need
- Difference between delegation and decentralization of authority.
- Factors affecting decentralization of authority

Unit 5: Decision-Making LH 10

- Concept of decision-making
- Importance of decision-making
- Steps in decision making process
- Types of managerial decisions.

Unit 6: Direction LH 5

- Concept of direction
- Principles of direction
- Components of direction
- Importance of direction

Unit 7: Motivation LH 7

- Concept of motivation
- Process of motivation
- Importance of motivation
- Techniques of motivation
- Positive and negative motivation
- Maslow's Need Hierarchy theory

Unit 8: Leadership LH 7

- Concept of leadership
- Leadership qualities
- Functions of managerial leader
- Leadership styles: autocratic, democratic and laissez faire

Unit 9: Supervision LH 5

- Concept of supervision
- Supervisor: role and functions
- Factors affecting supervision

Unit 10: Communication LH 10

- Concept of communication
- Process of communication
- Importance of communication
- Principles of communication
- Types of communication: horizontal, vertical and diagonal
- Barriers to effective communication

Unit 11: Co-ordination LH 5

- Concept of co-ordination
- Techniques of effective co-ordination
- Importance of co-ordination
- Principles of co-ordination

Unit 12: Controlling LH 6

- Concept of control
- Importance of control
- Controlling process
- Essentials of effective control

Unit 13: Risk Management and Insurance LH 30

- Concept of risk management
- Concept of insurance
- Importance of insurance
- Essentials of insurance contract
- Principles of insurance
- Types of Insurance
 - Life Insurance: meaning, types of policies (Whole life, Endowment and Term), and procedures of effecting life policies.
 - Fire Insurance: meaning, types of policies and procedures of effecting fire policies
 - Marine Insurance: meaning, subject matters and types of policies

Unit 14 : Emerging Management Concepts LH 5

- Conflict management
- Knowledge management
- Participative management

Reference books:

1. Koontz, Harold and Weihrich, Heinz (2007), Essentials of Management, New Delhi: Tata Mc Graw Hill Publishing Co. Ltd.
2. K.C., Fatta Bahadur (2007), Principles of Business Studies, Kathmandu: Sukunda Pustak Bhawan.
3. Shrestha, Bisheswor Man (2007), Business Organization and Office Management, Kathmandu: Global Education Bhotahity.
4. Rao, V.S.P. and Narayan, P.S. (2005), Principles and Practice of Management, Delhi: Konark Publishers Pvt. Ltd.
5. Agrawal, GR (2007), Business Organization and Office Management, Kathmandu: M.K. Publishers and Distributors.
6. Pokharel, Dhruva R., et.al. (2007), Business Organization and Office Management, Kathmandu: Asmita Publication.