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Class 12 Business Studies

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Management Principles

- Management: getting things done through others efficiently.
- Fayol's 14 principles of management.
- Taylor's scientific management techniques.
- Levels and functions of management.

Business Functions

- Planning: setting objectives and deciding actions.
- Organising: structure, delegation and decentralisation.
- Staffing: recruitment, selection and training.
- Directing and controlling processes.

Finance & Marketing

- Financial management and capital structure.
- Sources of business finance.
- Marketing mix: product, price, place, promotion.
- Consumer protection and consumer rights.

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