



CUET

Common University Entrance Test

305 - Business Studies

Syllabus

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 and sources.
- ☐ 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;
 - Communication – meaning and importance, formal and informal communication; barriers to effective communication.

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 planning – meaning and importance.
- ☐ Capital Structure – meaning and factors.
- ☐ Fixed and Working Capital – meaning and factors affecting their requirements.

Unit X: Marketing

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

Unit XI: Consumer Protection

- ☐ Importance of consumer protection.
- ☐ Consumer rights.
- ☐ Consumer responsibilities.
- ☐ Ways and means of consumer protection – Consumer awareness and legal redressal with special reference to Consumer protection Act.
- ☐ Role of consumer organizations and NGOs.

Unit XII: Entrepreneurship Development

- ☐ Concept, Functions and Need.

- ❑ Entrepreneurship Characteristics and Competencies.
- ❑ Process of Entrepreneurship Development.
- ❑ Entrepreneurial Values, Attitudes and Motivation – Meaning and Concept.



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