

FUTURE TOPPER

## Business Studies

Subject Code: 305

*Based on the Latest Official CUET (UG) 2026 Syllabus released by NTA For  
CUET (UG) 2027 Aspirants*

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## Important Notes

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<b>Syllabus Source</b>	This syllabus is reproduced from the official CUET (UG) 2026 syllabus published by the National Testing Agency (NTA). All topics are preserved verbatim.
<b>CUET 2027 Status</b>	As of preparation date, NTA has not released the official CUET 2027 syllabus. This document serves as the best available reference for CUET 2027 preparation.
<b>Verify Updates</b>	Always check <a href="https://cuet.nta.nic.in">cuet.nta.nic.in</a> or <a href="https://nta.ac.in">nta.ac.in</a> for the latest official notifications before your examination.
<b>Exam Pattern</b>	The Business Studies paper typically comprises 50 questions (40 to be attempted) in MCQ format. Confirm the exact pattern from the official NTA information bulletin.
<b>Marking Scheme</b>	Generally: +5 for correct answer, -1 for incorrect answer, 0 for unattempted. Verify with the official NTA bulletin.
<b>Preparation Tip</b>	Focus on NCERT textbooks as the primary source. Supplement with previous years' CUET papers and Future Topper practice material.

# Business Studies — Complete Syllabus

## 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 organisation – functional and divisional.
- Formal and informal organisation.
- Delegation: meaning, elements and importance.
- Decentralisation: 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.
- Selection – meaning and process.
- Training and Development – meaning, need, methods: on-the-job and off-the-job methods.

## Unit VII: Directing

- Meaning, importance and principles.
- Supervision – meaning and importance.

- Motivation – meaning and importance; Maslow's hierarchy of needs; financial and non-financial incentives.
- Leadership – meaning, importance, styles: authoritative, democratic and laissez-faire.
- Communication – meaning and importance; formal and informal communication; barriers to effective communication; how to overcome 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 and 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 and functions.

## Unit XI: Marketing

- Marketing – meaning, functions, role and philosophies.
- Distinction between marketing and selling.
- Marketing mix – concept and elements:
  - – Product: nature, classification, branding, labelling 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 relations; role of and objections to advertising.
  - – Price: factors influencing pricing.

## Unit XII: Consumer Protection

- Meaning and concept; importance of consumer protection.
- The Consumer Protection Act, 2019.
- Consumer rights and 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 organisations and NGOs.



## Disclaimer

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