

ગુજરાત રાજ્યના શિક્ષણવિભાગના પત્ર-ક્રમાંક
મશબ/1215/178/છ, તા. 24-11-2016 - થી મંજૂર

ORGANISATION OF COMMERCE AND MANAGEMENT

Standard 12



PLEDGE

India is my country.

All Indians are my brothers and sisters.

I love my country and I am proud of its rich and varied heritage.

I shall always strive to be worthy of it.

I shall respect my parents, teachers and all my elders and treat everyone with courtesy.

I pledge my devotion to my country and its people.

My happiness lies in their well-being and prosperity.

રાજ્ય સરકારની વિનામૂલ્યે યોજના હેઠળનું પુસ્તક



Gujarat State Board of School Textbooks
'Vidyayan', Sector 10-A, Gandhinagar-382010

INDEX

1. NATURE AND SIGNIFICANCE OF MANAGEMENT	1
2. PRINCIPLES OF MANAGEMENT	18
3. PLANNING	29
4. ORGANIZING	36
5. STAFFING	50
6. DIRECTING	61
7. CONTROLLING	77
8. FINANCIAL MANAGEMENT	84
9. FINANCIAL MARKET	99
10. MARKETING MANAGEMENT	113
11. CONSUMER PROTECTION	132
12. BUSINESS ENVIRONMENT	144
● PROJECT WORK	155
● ABBREVIATIONS	156

