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BUSINESS STUDIES CLASS XI

Part A: Foundation of Business

Unit 1: Nature and Purpose of Business:

- Concept and characteristics of business.
- Business profession and employment – distinctive features.
- Objectives of business – economic and social, role of profit in business
- Classification of business activities: Industry and Commerce.
- Industry – Types: Primary, Secondary, Tertiary.
- Commerce – Trade: Types (Internal, External, Wholesale, and Retail) and Auxiliaries to trade: Banking, Insurance, Transportation Warehousing, Communication, and Advertising.
- Business risks – Nature and Causes.

Unit 2 Forms of Business organizations

- Sole proprietorship: Meaning, Features, Merits and Limitations.
- Partnership: Meaning, Features, Merits and Limitations, Types of partnership and Types of partners, Registration of a partnership firm, Partnership Deed
- Cooperative Societies: Features, Merits and Limitations, Types.
- Company: Private Company, Public company -Features, Merits and Limitations.
- Starting a Business – Basic factors,

Unit 3 Public, Private and Global Enterprises

- Private Sector and Public Sector.
- Forms of Public Sector Enterprises: Departmental Undertakings, Statutory Corporation, Government Company (**Features ,Merits and Limitation**)
- Global enterprises, Joint ventures, Public private partnership- Features

Unit 4 Business Services

- Banking: Types of Bank Accounts- Saving Current, recurring, Fixed deposit Accounts.
- Banking Services with particular reference to –Issue of Bank Draft, banker's cheque (Pay order), RTGS (Real Time Gross Settlement) NEFT (National Electronic Funds Transfer).Bank overdraft, Cash Credits, SMS alerts.
- E Banking
- Insurance : Principles, Concept of Life, Health ,Fire and Marine insurance
- Postal and Telecom Services: Mail (UPC, Registered Post, parcel Speed Post, Courier) and Saving services(Recurring Deposit, NSCs, KVP, PPF, MIS)

Unit 5 Emerging Modes of Business

- E-Business – Scope and Benefits, Resources required for successful e-business implementation, Online transactions, Payment mechanism, Security and Safety of business transactions.
- Outsourcing–Concept, Need and Scope of BPO (Business process outsourcing) and KPO (Knowledge Process outsourcing).

Unit 6 Social Responsibility of Business and Business Ethics

- Concept of social responsibility.
- Case for social responsibility.
- Responsibility towards Owners, investors, Consumers, Employees, Government and Community.
- Environmental protection and Business.
- Business ethics and elements.

Part B Finance and Trade**Unit 7 Sources of Business Finance**

- Concept of Business Finance.
- Owner's Funds – Equity Shares, Preference Shares, and Retained Earnings.
- Borrowed funds- Debentures and Bonds, Loan from Financial Institutions, Loans from Commercial banks, Public Deposits, Trade Credit, ICD (Inter Corporate Deposits).

Unit 8 Small Business

- Small Scale Enterprise* As defined by MSME Act 2006 (Micro, Small and Medium Enterprise Development Act)
- Role of small business in India. With special reference to Rural Areas
- Government schemes and Agencies for small scale Industries: NSIC (National Small industries Corporation) and DIC (District Industrial center) With special reference to Rural & Hilly Areas.

Unit 9 Internal Trade

- Services of a wholesaler and Retailer
- Types of Retail Trade- Itinerant and Small scale Fixed Shops
- Large Scale Retailers- Departmental stores, Chain Stores, Mail Order Business.
- Concept of Automatic Vending Machine.
- Chambers of Commerce and Industry: Basic Functions
- Main Documents Used in Internal trade: Performa Invoice, Invoice, Debit Note, Credit Note, LR(Lorry receipt) RR(Railway Receipt)

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- Terms of Trade : COD,(Cash on Delivery) ,FOB(Free on Board) ,CIF (Cost insurance and Freight) ,E&OE (Errors and Omissions Excepted)

Unit 10 International Trade

- Concept and Problems of International Trade.
- Export Import Procedure and Documents.
- Role of WTO

Unit 11 Project Work will be finalised later on.

BUSINESS STUDIES CLASS XII

Part A: Principle and function of Management

Unit 1: Nature and significance of Management

- Management – Concept, Objective, Importance.
- Management as Science, Art, Profession.
- Levels of Management.
- Management Functions – Planning, Organising, Staffing, Directing and Controlling.
- Coordination- Characteristics and Importance.

Unit 2: Principle of Management

- Principles of Management - Concept, Nature and significance.
- Fayol's Principles of Management
- Taylor's Scientific Management – Principles and Techniques.

Unit 3: Business Environment

- Business Environment – Concept, Importance.
- Dimensions of Business Environment– Economic, Social, Technological, Political and legal.
- Concept of Liberalisation, Privatisation and Globalisation on Business and Industry.
- Impact of Government Policy Changes on Business and Industry With special reference to liberalization, Privatization, Globalisation

Unit 4: Planning

- Concept, Importance, Limitations.
- Planning Process.
- Types of plans -Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit 5: Organising

- Concept and importance.
- Steps in the process of Organising .
- Structure of Organisation- Functional and Divisional.
- Formal and Informal Organisation.
- Delegation: Concept, Elements and Importance.
- Decentralization: Concept and importance.

Unit 6: Staffing

- Concept and Importance of staffing.
- Staffing as a part of Human Resource Management.
- Staffing Process-
 - : Recruitment – Meaning and Sources
 - : Selection – Process
- Training and Development- Concept and Importance.

Unit 7: Directing

- Concept and Importance
- Elements of Directing
 - Supervision – Concept, Functions of a Supervisor.
 - Motivation- Concept, Maslow's hierarchy of needs;
 - Financial and Non Financial Incentives.
 - Leadership – Concept, Qualities of a good leader.
 - Communication-Concept, Formal and Informal Communication, Barriers to effective communication, How to overcome the barriers.

Unit 8: Controlling

- Concept and Importance.
- Relationship between Planning and Controlling.
- Steps in the process of Control.

Part B: Business Finance and Marketing**Unit 9: Financial Management**

- Concept, Objective of financial management.
- Decisions relating to Investment, Financing and Dividend.
- Financial Planning: Concept and Importance.
- Financial Structure- Concept and Factors affecting.
- Fixed and Working capital. - Concept and Factors affecting its requirements.

Unit 10: Financial Markets

- Financial Markets : Concept and Types
- Money market and its Instruments.
- Capital market and its types (Primary and Secondary).
- Stock Exchange – Functions , Trading Procedure (NSDL and CDSL)
- NSEI – Objectives
- Securities Exchange Board Of India (SEBI) - Objectives and Functions.

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Unit 11: Marketing Management

- Marketing – Meaning, Functions, Marketing Vs Selling.
- Marketing Management Philosophies.
- Marketing Mix – Concept
 - Product – Concept, Branding, Labeling and Packaging.
 - Price – Factors determining Price.
 - Physical Distribution- Concept, Channels of distribution: Types, Choice of channels.
 - Promotion –Concept and Elements; Advertising- Concept ,role, Objections against Advertising, Personal selling – Concept and Qualities of a good salesman, Sales Promotion – Concept and Techniques, Publicity – Concept and Role.

Unit 12: Consumer Protection

- Concept and Importance of Consumer Protection.
- Consumer Protection Act 1986
 - Meaning of Consumer and consumer protection.
 - Rights and Responsibilities of consumers
 - Who can file a complaint and against whom?
 - Redressal Machinery.
 - Remedies available.
- Consumer Awareness – Role of consumer organizations and NGO's

Unit 13: Project Work will be finalised later on.