

BUSINESS STUDIES

SYLLABUS FOR HIGHER SECONDARY FIRST YEAR COURSE

One Paper

Time : Three hours

Marks : 100

Unitwise Distribution of Marks & Periods :

Unit	Title	Marks	Periods
Part-A : FOUNDATIONS OF BUSINESS			
Unit-I	Nature and Purpose of Business	08	15
Unit-II	Forms of Business Organisations	12	20
Unit-III	Private, Public and Global Enterprises	10	20
Unit-IV	Business Services	10	15
Unit-V	Emerging Modes of Business	08	15
Unit-VI	Social Responsibility of Business and Business Ethics	08	17
Part-B : CORPORATE ORGANISATION, FINANCE AND TRADE			
Unit-VII	Formation of a Company	07	16
Unit-VIII	Sources of Business Finance	12	20
Unit-IX	Small Business	07	10
Unit-X	Internal Trade	10	20
Unit-XI	International Business	08	12
Total		100	180

Unitwise Distribution of Course contents :

Part-A : FOUNDATIONS OF BUSINESS

Unit-I : Nature and Purpose of Business

Marks : 08

- ❖ 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 and Auxiliaries.
- ❖ Business risks– Nature and causes.

Unit-II : Forms of Business Organisations :

Marks : 12

- ❖ Sole Proprietorship: Joint Hindu Family Business- meaning, features. merits and limitations.
- ❖ Partnership– meaning. types, registration, merits; limitations, types of partners.
- ❖ Cooperative Societies– types, merits and limitations.
- ❖ Company : Private Ltd., Public Ltd.– merits, limitations.

- ❖ Choice of form of business organisations.
- ❖ Starting a business– Basic factors.

Unit-III : Private, Public and Global Enterprises

Marks : 10

- ❖ Private Sector and Public Sector.
- ❖ Forms of Organising public sector enterprises :
 - Departmental Undertaking
 - Statutory Corporation
 - Government Company
- ❖ Changing role of public Sector.
- ❖ Global Enterprises (Multinational Companies) : meaning and features.
- ❖ Joint ventures - meaning, benefits.

Unit-IV : Business Services

Marks : 10

- ❖ Nature and types of Business services- Banking, Insurance, Transportation, Warehousing Communication.
- ❖ Banking– types of Banks, Functions of Commercial banks, E-banking.
- ❖ Insurance : principles, types : life, fire and marine.
- ❖ Postal and Telecom services.
- ❖ Warehousing : types and functions.

Unit-V : Emerging Modes of Business

Marks : 08

- ❖ E-Business– Meaning, scope and benefits, Resources required for successful e-business implementation, On-line transactions, payment mechanism, security and safety of business transactions.
- ❖ Outsourcing– concept, need and scope.

Unit-VI : Social Responsibility of Business and Business Ethics

Marks : 08

- ❖ Concept of social responsibility;
- ❖ Case for social responsibility;
- ❖ Responsibility towards different interest groups: owners, investors, employees, consumers, government, community and public in general;
- ❖ Business and environmental protection;
- ❖ Business ethics : concept and elements.

Part-B : CORPORATE ORGANISATION, FINANCE AND TRADE

Unit-VII : Formation of a Company :

Marks : 07

Stages in the formation of a company :

- ❖ Promotion,
- ❖ Incorporation, and
- ❖ Commencement of business.

Unit-VIII : Sources of Business Finance

Marks : 12

- ❖ Nature and significance

- ❖ Financial requirements and sources : owners funds and borrowed funds
- ❖ Methods of raising Finance :
 - Equity and Preference shares
 - Debentures and Bonds
 - Retained profits
 - Public deposits
 - Loan from Commercial Banks
 - Loan from Financial Institution
 - Trade Credit
 - Discounting of Bills of Exchange
 - Global Depository Receipt, American Depository Receipt

Unit-IX : Small Business

Marks : 07

- ❖ Small Scale industry; Tiny Sector; cottage and rural industry;
- ❖ Role of small business in rural India;
- ❖ Problems of small business in India.
- ❖ Government Assistance and Special Schemes for Industries in rural, backward and hilly areas.

Unit-X : Internal Trade

Marks : 10

- ❖ Meaning and types of internal trade : wholesale and retail;
- ❖ Services of a wholesaler and a retailer.
- ❖ Types of Retail Trade:
 - Itinerant retailers and fixed shops.
 - Departmental store, super market, malls, chain store, mail order business, consumer's cooperative store
 - Automatic Vending Machine
- ❖ Role of Chambers of Commerce and Industry in promotion of internal trade.

Unit-XI : International Business

Marks : 08

- ❖ Nature, Importance, scope and complexities involved in International Business;
- ❖ Basic information about ways of entering into International Business;
- ❖ Contract manufacturing; licensing; franchising; Joint ventures and Setting up Wholly Owned Subsidiaries;
- ❖ Export-Import procedures and Documentation;
- ❖ Foreign Trade Promotion : Organisational Support and Incentives; Nature and Importance of Export Processing Zone/Special Economic Zones;
- ❖ International Trade Institutions and Agreement : WTO, UNCTAD, World Bank/IMF.

Prescribed Textbook : Business Studies, Published by NCERT.
ব্যবসায় অধ্যয়ন, Published by AHSEC.