

RATIONALE

The courses in Business Studies and Accountancy are introduced at + 2 stage of Higher Secondary Education as formal commerce education is provided after first ten years of schooling. Therefore, it becomes necessary that instructions in these subjects are given in such a manner that students have a good understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society

Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. To understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment is required. Information Technology is becoming a part of business operations in more and more organisations. Computerised systems are fast replacing other systems. E-business and other related concepts are picking up fast which need to be emphasized in the curriculum.

The Course in Business Studies will prepare students to analyse, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political, legal and economic forces. It allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues.

Therefore, to acquire basic knowledge of the business world, a course in Business Studies would be useful. It also informs students of a range of study and work options and bridges the gap between school and work.

OBJECTIVES

- * To develop in students an understanding of the processes of business and its environment;
- * To acquaint students with the dynamic nature and inter-dependent aspects of business;
- * To develop an interest in the theory and practice of business, trade and industry;
- * To familiarize candidates with theoretical foundations of organizing, managing and handling operations of a business firm;
- * To help students appreciate the economic and social significance of business activity and the social costs and benefits arising therefrom;
- * To acquaint students with the practice of managing the operations and resources of business.
- * To prepare students to function more effectively and responsibly as consumers, employers, employees and citizens;
- * To help students in making the transition from school to higher education on to the world of work including self-employment;
- * To develop in students a business attitude and skills to be precise and articulate.

COURSES OF CONTENT

PART A: FOUNDATIONS OF BUSINESS

Chapter 1 :	Business, Trade and Commerce
Chapter 2 :	Forms of Business Organisation
Chapter 3 :	Private, Public and Global Enterprises
Chapter 4 :	Business Services
Chapter 5 :	Emerging Modes of Business
Chapter 6 :	Social Responsibilities

PART B: CORPORATE ORGANIZATION, FINANCE AND TRADE

Chapter 7:	Formation of a Company
Chapter 8:	Sources of Business Finance
Chapter 9:	MSME and Business Entrepreneurship 1
Chapter 10:	Internal Trade
Chapter 11:	International Business

PART C: PROJECT WORK (PRACTICAL)

12. Record of Project and Viva

PART A: FOUNDATIONS OF BUSINESS

Unit1: Business, Trade and Commerce

- * 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 risk-nature and causes.

UNIT2: FORMS OF BUSINESS ORGANISATIONS

- * 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 organizations
- * Starting a business-Basic factors

Unit3: Private, Public & Global Enterprises

- * Private Sector and Public Sector.
- * Forms of organizing public sector enterprises
- * Departmental Undertaking
- * Statutory Corporation
- * Government Company
- * Changing role of public sector
- * Global Enterprises (Multinational Companies) meaning and features,

Unit4: Business Services

- * 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

UNIT-5: EMERGING MODES OF BUSINESS

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

Unit6: Social Responsibility

- * Concept of social responsibility
- * Case for Social responsibility
- * Responsibility towards owners, investors) employees, consumers, government, community and public in general
- * Business and environmental protection
- * Business ethics concept and elements

Part-B: CORPORATE ORGANISATION, FINANCEANDTRADE

Unit7: Formation of a Company

- * Stages in the formation of a company
- * Promotion
- * Incorporation, and
- * Commencement of business

Unit8: Sources of Business Finance

- * Nature and significance
- * Owner's funds and borrowed funds
- * Sources of raising Finance
 - Equity and Preference shares
 - Debentures and Bonds
 - Retained Profits
 - Public deposits
 - Loan from Financial Institutions
 - Loans from commercial Banks
 - Trade Credit

Unit9: MSME and Business Entrepreneurship

- * Small Scale Industry: Tiny Sector, cottage and rural industry:
- * Problems of small business in India
- * Government Assistance and Special Schemes for Industries in rural, backward and hilly areas

Unit10: Internal Trade.

- * Meaning and types of internal trade whole sale and retail:
- * Services of a wholesaler and a retailer,
- * Types of Retail Trade:
 - Itinerant retailers and fixed shops.
 - Departmentalstore,supermarketmalls,chainstore,mailorderbusiness,consumer'scoopervestore
 - Automatic Vending Machine.
- * Role of Chamber of Commerce and Industry in promotion of internal.

Unit11: International Business.

- * Nature, Importance
- * Ways of entering into international Business Export-Import Procedures and documentation

PART-C

Unit-12: Project Work (Practical)

SUGGESTIVE/ILLUSTRATIVE PROJECTS

Any one of the following:

- (i) Find out from local sample business unit(s) the various objectives they pursue
- (ii) Problems of setting up and running business units.
- (iii) Enquiry into the ethics of running business through questionnaires
- (iv) Survey of quality of bank services in the local branch office
- (v) Study of postal and courier mail services.
- (vi) Availability and use of agency services, advertising, packaging. Investments in savings schemes, etc.
- (vi) Survey of the popularity of credit cards issued by different banks.
- (viii) Study the profile of a sole trader/partnership commenting on the nature and working of business.
- (ix) Study of a Joint Hindu family business
- (x) Study of the working of any cooperative society.
- (xi) Study of a small business unit regarding source of finance
- (xii) Nature of different traders (like hawkers and peddlers in a specific locality) in issue of goods, capital investment, turnover.
- (xii) Study of weekly bazaar in a locality
- (xiv) Study of franchise retail store.
- (xv) Study of export/import of any article
- (xvi) Problems of women entrepreneurs in business.
- (xvii) Waste/garbage disposal.
- (xviii) Study of pavement trade.
- (xix) Prepare a scrap book and collect articles on the changing role of public sector and any other topics related to the

PRESCRIBED BOOKS

1 व्यवसायिक अध्ययन

एन. सी. ई. आर.टी. द्वारा प्रकाशित

2. Business studies

NCERT Publication