

BUSINESS STUDIES
REVISED SYLLABUS FOR HIGHER SECONDARY FIRST YEAR COURSE.
W.E.F. SESSION: 2023-24

Theory: 80 marks
Project: 20 Marks

Time: Three Hours.

Unit wise Distribution of Marks & Periods:

| Units | Topics | Marks | Periods |
|---------------|---|------------|------------|
| Part-A | Foundation of Business | | |
| Unit-1 | Business, Trade and Commerce | 08 | 15 |
| Unit-2 | Forms of Business Organisation | 10 | 15 |
| Unit-3 | Public, Private, and Global Enterprises | 06 | 15 |
| Unit-4 | Business Services | 08 | 15 |
| Unit-5 | Emerging Modes of Business | 06 | 10 |
| Unit-6 | Social Responsibilities of Business and Business Ethics | 06 | 15 |
| Part-B | Corporate Organisation, Finance and Trade | | |
| Unit-7 | Formation of a Company | 08 | 20 |
| Unit-8 | Sources of Business Finance | 08 | 15 |
| Unit-9 | MSME and Business Entrepreneurship | 06 | 10 |
| Unit-10 | Internal Trade | 08 | 15 |
| Unit-11 | International Business | 06 | 15 |
| | Total(Theory) | 80 | |
| Part-C | Project Work. | 20 | 20 |
| | Total(Theory +Project) | 100 | 180 |

Unit wise Distribution of Course Contents:-

Part-A: Foundation of Business

Unit-1: BUSINESS, TRADE AND COMMERCE:

Marks: 08

- ❖ Introduction.
- ❖ Concept of Business, Characteristics and Objectives.
- ❖ Comparison of Business, Profession and Employment.
- ❖ Classification of Business activities- Industry and Commerce.
- ❖ Industry- Types: Primary, Secondary, Tertiary- Meaning and Sub-groups.
- ❖ Commerce-Trade and Auxiliaries to Trade.
- ❖ Business Risk- Concept, Nature and Causes.
- ❖ Starting a Business- Basic factors.
- ❖ Role of Business in the Development of Economy.

Unit-2: FORMS OF BUSINESS ORGANISATION:

Marks-10

- ❖ Sole Proprietorship- Concept, Features, Merits and Limitations.
- ❖ Joint Hindu Family Business- Concept, Features, Merits and Limitations.
- ❖ Partnership- Concept, Features, Merits and Limitations, Types of partners, Types of Partnerships, Partnership Deed, Registration.
- ❖ Cooperative Society- Concept, Features, Merits and Limitations. Types of Cooperative Societies.
- ❖ Joint Stock Company- Meaning, Features, Merits, Limitations, Types of Companies, Difference between Private and Public Company.
- ❖ Choice of forms of Business Organisation- Factors affecting.

Unit-3: PUBLIC, PRIVATE AND GLOBAL ENTERPRISE:

Marks-06

- ❖ Public Sector and Private Sector - Concept.
- ❖ Forms of organising, Public Sector Enterprises:
 - Departmental Undertakings- Features, Merits and Limitations.
 - Statutory Corporation- Features, Merits and Limitations.
 - Government Company- Features, Merits and Limitations.
- ❖ Changing Role of Public Sector.
- ❖ Global Enterprise- Concept, Features.
- ❖ Joint Ventures- Meaning, Types, Benefits.
- ❖ Public Private Partnership (PPP).

Unit-4: BUSINESS SERVICES:

Marks-08

- ❖ Introduction, Nature of Services, Difference between Services and Goods, Types of Services.
- ❖ Business Services: Banking- Types of Banks, Functions of Commercial Banks, e-Banking- Benefits. Insurance- Principles of Insurance, Its Types- Life, Fire and Marine. Difference between Life, Fire and Marine Insurance.
- ❖ Communication Services: Postal and Telecom Services.
- ❖ Warehousing: Concept, Types and Functions.

Unit-5: EMERGING MODES OF BUSINESS:

Marks-06

- ❖ E-Business- Concept, Scope and Benefits, Limitations. Traditional Vs e-Business.
- ❖ Online Transactions-Security and Safety of e-Transactions.

Unit-6: SOCIAL RESPONSIBILITIES OF BUSINESS AND BUSINESS ETHICS:

Marks-06

- ❖ Concept of Social Responsibility.
- ❖ Need for Social Responsibility: Arguments for and against Social Responsibility.
- ❖ Responsibility towards Owners, Investors, Employees, Consumers, Government and Community.
- ❖ Business and Environmental protection: Types of Pollution, Role of Business in Environmental Pollution.
- ❖ Business Ethics- Concept and Elements.

Part-B: Corporate Organisation, Finance and Trade.

Unit-7: FORMATION OF COMPANY:

Marks-08

- ❖ Introduction, Formation of a Company- Its different stages, Promotion of a Company: Promoter- Meaning, Functions, Registration or Incorporation of Company, Documents required for Incorporation of Company- Memorandum of Association- Its meaning & Different clauses, Articles of Association- Its meaning and contents, Capital Subscription Stage, Memorandum of Association Vs Articles of Association, Prospectus, Statement in lieu of Prospectus.

Unit-8: SOURCES OF BUSINESS FINANCE:

Marks-08

- ❖ Meaning, Nature and Significance of Business Finance, Classification of Sources of Funds, Sources of Finance: Retained Earnings- Merits & Limitations, Trade Credit- Merits & Limitations, Public Deposits- Merits & Limitations, Factoring- Merits and Demerits, Lease Financing- Merits and Demerits, Issue of Shares, Types of Shares, Preference Share- Its types, Debenture-Its types.
- ❖ International Financing, GDRs, ADRs & IDRs, FCCBs.
- ❖ Factors affecting the choice of the Sources of Funds.

Unit-9: MSME AND BUSINESS ENTREPRENEURSHIP:

Marks-06

- ❖ Micro, Small and Medium Enterprises: Concept, Role of MSME, Problems associated with MSME, MSME and Entrepreneurship Development.
- ❖ Intellectual Property Rights (IPR) - Its Importance for Entrepreneurs, Types of Intellectual Properties-Trademark, Geographical Indication, Patent, Design, Plant Variety, Semiconductor, Integrated Circuits Layout Design.

Unit-10: INTERNAL TRADE:

Marks-08

- ❖ Internal Trade- Meaning, Wholesale Trade- Meaning, Services of Wholesalers, Retail trade- Meaning, Services of Retailers.
- ❖ Types of Retailing Trade-Itinerant Retailers, Fixed shop Retailers- Fixed shop small Retailers- Its types, Fixed Shop Large Store-(Departmental stores, Chain store or Multiple shops), Their Features, Merits and Limitations, Departmental Store Vs Multiple Shop.
- ❖ Mail Order Houses- Meaning, Merits and Limitations.
- ❖ Super Markets-Meaning, Merits and Limitations.
- ❖ Vending Machine- Meaning
- ❖ Goods and Services Tax (GST) –Concept and key features.
- ❖ Role of Commerce and Industry Associations in Promotion of Internal Trade.

Unit-11: INTERNATIONAL BUSINESS:

Marks-06

- ❖ Meaning of International Business, International Business Vs Domestic Business, Scope of International Business, Benefits of International Business, Modes of Entry into International Business- Exporting and Importing, Contract Manufacturing, Licensing and Franchising, Joint Ventures, Wholly owned Subsidiaries.
- ❖ Export- Import Procedures and Documentation.
 - Export Procedure.
 - Import Procedure.
- ❖ Documents used in Export and Import Trade.

BUSINESS STUDIES
PROJECT WORK FOR HIGHER SECONDARY FIRST YEAR COURSE.

| | |
|------------------------------|-------------------------|
| <u>Project Work -</u> | <u>20 Marks.</u> |
| ➤ Project Preparation | 12 Marks |
| ➤ Project VIVA VOCE | 08Marks |

Format for Project Work of the subject Business Studies (H.S. First Year)

Cover Page:-

1. Title of the Project.
2. Information of the student
(Name, Roll No, Registration No, Year)
3. Name of the Supervisor/Guide.
4. Name of the Institution.
5. Year.

Second Page: - Acknowledgement.

Third Page: - Declaration by the students.

Forth Page: - Certificate from Supervisor/Guide.
Certificate from Head of the Institution/Department.

Fifth Page: - Contents/Index.
Main text of the project
References /Bibliography.

The project work for H.S. First Year students may include topics like:

1. Field work/visit to Consumer Co-operative Societies/Handloom/handicraft units, wholesale market, Shopping malls, Local Hut (bazaar-weekly, daily, regulated markets).
2. Visit to some service sector units like Hotels/Insurance/Restaurants/Travel Agencies/Tent houses and likewise.
3. E-marketing and its popularity.
4. Visit to village industries units like piggery, poultry, fishery, cane and bamboo, diary, specially promoted by SHGs.
5. E-banking.
6. Social responsibilities of Business discharged by leading organisations.
7. Study on leading entrepreneurs of your city/town/locality.
8. Visit to Micro, small and medium industry.
9. Food processing industry.
10. Study on various Government schemes that support MSMEs of your area.