

BUSINESS STUDIES

Course Structure

Units	Topics	Marks
Part A	Foundation of Business	50
1	Nature and Purpose of Business	20
2	Forms of Business Organisations	
3	Public, Private and Global Enterprises	18
4	Business Service	
5	Emerging Modes of Business	12
6	Social Responsibility and Business Ethics	
Part B	Finance and Trade	50
7	Sources of Business Finance	20
8	Small Business	
9	Internal Trade	20
10	International Business	
11	Project Work	10
Total (Part A + Part B)		100

Course Syllabus

Unit 1: Nature and Purpose of Business

- Concept and characteristics of business
- Business, profession and employment:
 - Meaning and their 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
 - Meaning and sub types
- Commerce - trade: types
 - Internal
 - External
 - Wholesale
 - Retail
- Auxiliaries to trade:
 - Banking
 - Insurance
 - Transportation
 - Warehousing
 - Communication
 - Advertising
- Business risks:
 - Meaning
 - Nature
 - Causes

Unit 2: Forms of Business organizations

- Sole Proprietorship:
 - Meaning
 - Features
 - Merits
 - Limitations

- Partnership:
 - Features
 - Types
 - Merits and limitations of partnership and partners
 - Registration of a partnership firm
 - Partnership deed
 - Type of partners
- Hindu Undivided Family Business
- Cooperative Societies:
 - Features
 - Types
 - Merits
 - Limitations
- Company:
 - Private company
 - Public company
 - Features
 - Merits
 - Limitations
- Formation of a company:
 - Four stages
 - Important document (MOA, AOA)
 - Relevance of certificate of incorporation
 - Certificate of commencement
- Starting a business
 - Basic factors

Unit 3: Public, Private and Global Enterprises

- Private sector and public sector enterprises
- Forms of public sector enterprises:

- Features
- Merits and limitations of departmental undertakings
- Statutory corporation
- Government Company
- Changing role of public sector enterprises
- Global enterprises
 - Joint ventures
 - Public Private Partnership

Unit 4: Business Services

- Banking - Types of bank accounts:
 - Savings
 - Current
 - Recurring
 - fixed deposit
 - multiple option deposit account
- 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
 - E- banking
- Insurance:
 - Principles
 - Concept of life
 - Health
 - Fire
 - Marine insurance

- Postal and telecom services – Mail
 - UPC
 - Registered post
 - Parcel
 - Speed post
 - Courier
 - Other services

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)
 - KPO (Knowledge Process Outsourcing)
- Smart cards and ATM's
 - Meaning
 - Utility

Unit 6: Social Responsibility of Business and Business Ethics

- Concept of social responsibility
- Case for social responsibility
- Responsibility towards:
 - Owners
 - Investors
 - Consumers

- Employees
- Government
- Community
- Environment protection and business

Unit 7: Sources of Business Finance

- Concept of business finance
- Owner's funds:
 - Equity shares
 - Preference share
 - GDR
 - ADR
 - IDR
 - Retained earnings
- Borrowed funds:
 - Debenture
 - Bonds
 - Loan from financial institution
 - Loans from commercial banks
 - Public deposits
 - Trade credit
 - ICD (Inter Corporate Deposits)

Unit 8: Small Business

- Small scale enterprise as defined by MSMED 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, backward and hilly areas

Unit 9: Internal Trade

- Services rendered by a wholesaler and a 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)
- 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

- International Trade:
 - Meaning

- Characteristics
- Problems
- Advantages
- Disadvantages
- Difference between internal trade and external trade
- Export Trade:
 - Meaning
 - Objective
 - Procedure
- Import Trade:
 - Meaning
 - Objective
 - Procedure
 - Functions
 - Purpose
- Documents involved in International Trade:
 - Indent
 - Letter of credit
 - Shipping order
 - Shipping bills
 - Mate's receipt
 - Bill of lading
 - Certificate of origin
 - Consular invoice
 - Documentary bill of exchange (DA/DP)
 - Specimen
 - Importance
- World Trade Organization (WTO):
 - Meaning
 - Objective