

9. BUSINESS STUDIES

CLASS XI

One Paper

3 Hours

100 Marks

Units		Marks
Part A: Foundations of Business		
1.	Nature and Purpose of Business	08
2.	Forms of Business Organisations	12
3.	Private, Public and Global Enterprises	10
4.	Business Services	08
5.	Emerging Modes of Business	06
6.	Social Responsibility of Business and Business Ethics	06
Total		50
Part B : Organisation, Finance and Trade		
7.	Formation of a Company	07
8.	Sources of business finance	10
9.	Small Business	07
10.	Internal Trade	10
11.	International Business	06
12.	Project Work	10
Total		50

A Part: Foundations 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 and Auxiliaries
- Business risks - nature and causes,

Unit 2: 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.

Unit 3: Private, Public & Global Enterprises

- Private Sector and Public Sector
- Forms of organising public sector enterprises
- Departmental Undertaking
- Statutory Corporation .
- Government Company
- Changing role of public sector
- Global Enterprises : meaning and features,joint ventures- meaning, benefits

Unit 4: Business Services

- Nature and types of Business services - Banking, Insurance, Transportation, Ware housing, 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 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;
- Outsourcing- concept, need and scope

Unit 6: Social Responsibility of Business and Business Ethics

- Concept of social responsibility.
- Case for social responsibility;
- Responsibility towards owners, investors, employees, consumers, government and community
- Environmental protection and business
- Business ethics: concept and elements.

Part B: Organisation, Finance and Trade

Unit 7: Formation of a Company

Stages in the formation of a company;

- Promotion,
- Incorporation, and
- Commencement of business

Unit 8: Sources of Business Finance

- Nature and significance of business finance
- Owner's funds and borrowed funds
- Sources of raising Finance:
 - Equity and Preference shares
 - Debentures and Bonds
 - Loan from Financial Institutions
 - Retained Profits
 - Global Depository Receipt, American Depository Receipt
 - Loans from commercial Banks
 - Public deposits
 - Trade Credit

Unit 9: Small Business:

- 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 10: Internal Trade

- 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 Chamber of Commerce and Industry in promotion of internal trade.

Unit 11: International Business

- Nature, Importance and complexities involved in International Business;
- Ways of entering into international Business. Export-Import Procedures and documentation. Foreign Trade Promotion. Organizational support and incentives; Nature and importance of Export Processing Zone/special Economic Zone; International Trade Institutions and Agreement: WTO, UNCTAD, World Bank, IMF.

Unit 12: Project Work

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.
- (vii) 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) Study of nature of small traders (like hawkers and pedlars in a specific locality) with reference to types of goods, capital investment, turnover.
- (xiii) Study of weekly bazaar in a locality.
- (xiv) Study of franchise retail store.
- (xv) Study of export/import procedure of any article.
- (xvi) Problems of women entrepreneurs in business.
- (xvii) Survey of waste/garbage disposal by a business enterprise
- (xviii) Study of pavement trade.
- (xix) Prepare a scrapbook and collect articles on the changing role of public sector and any other topics related to the syllabus.

Marks may be suitably distributed over the different parts of the Project Report-

1. Objectives
2. Methodology
3. Conclusions - findings and suggestions