

CLASS-XI
BUSINESS STUDIES – I
(COMMERCE and HUMANITIES GROUP)

Time: 3 Hrs

Theory: 80 Marks
Project work/INA: 20 marks
Total: 100 Marks

Complete-SYLLABUS (THEORY)

Part A: Foundation of Business Concept includes meaning and features

Unit 1: Evolution and Fundamentals of Business

- History of Trade and Commerce in India: Indigenous Banking System, Rise of Intermediaries, Transport, Trading Communities: Merchant Corporations, Major Trade Centres, Major Imports and Exports, Position of Indian Sub-Continent in the World Economy.
- Business – meaning and characteristics
- Business, profession and employment - Concept and comparison
- Objectives of business-Economic, social and human
- Role of profit in business.
- Classification of business activities – Industry and Commerce
- Industry-types: primary, secondary, tertiary Meaning and subgroups
- Commerce-trade: (types-internal, external; wholesale and retail) and auxiliaries to trade; (banking, insurance, transportation, warehousing, communication, and advertising) – meaning
- Business risk-Nature and causes

Unit 2: Forms of Business organizations

- Sole Proprietorship-Concept, merits and limitations.
- Partnership-Concept, types, merits and limitation of partnership, registration of a partnership firm, partnership deed. Types of partners

- Hindu Undivided Family Business: Concept
- Cooperative Societies-Concept, merits, and limitations.
- Company – Concept, merits and limitations; Types: Private, Public and One Person Company – Concept
- Formation of company – stages, important documents to be used in formation of a company
- Choice of form of business organization

Unit 3: Public, Private and Multinational Company

- Public sector and private sector enterprises – Concept
- Forms of public sector enterprises: Departmental Undertakings, Statutory Corporations and Government Company.
- Multinational Company – Feature. Joint ventures, Public private partnership – concept.

Unit 4: Business Services

- Business services – meaning and types.
- Banking: Types of banks and functions of commercial banks. Types of bank accounts – savings, current, recurring, fixed deposit and multiple option deposit account
- Banking services with particular reference to Bank Draft, Bank Overdraft, Cash credit. E-Banking meaning, Types of digital payments
- Insurance – Principles. Types – life, health, fire and marine insurance – concept
- Postal Service – Mail, Registered Post, Parcel, Speed Post, Courier – meaning

Unit 5: Emerging Modes of Business

- E-business: concept, scope and benefits. Difference between Traditional commerce and E-commerce.

- Business Process Outsourcing (BPO): Concept, need and scope

Unit 6: Social Responsibility of Business and Business Ethics

- Concept of social responsibility
- Case of social responsibility and Human rights.
- Responsibility towards owners, investors, consumers, employees, government and community.
- Role of business in environment protection
- Business Ethics – Concept and Elements

Part B: Finance and Trade

Unit 7: Sources of Business Finance

- Concept of business finance
- Owners' funds- equity shares, preferences share, retained earnings, Global Depository receipt (GDR), American Depository Receipt (ADR) and International Depository Receipt (IDR) – concept
- Borrowed funds: debentures and bonds, loan from financial institution and commercial banks, public deposits, trade credit, Inter Corporate Deposits (ICD)

Unit 8: Small Business and Enterprises

- Entrepreneurship Development (ED): Concept, Characteristics and Need. Process of Entrepreneurship Development: Start-up India Scheme, ways to fund start-up. Intellectual Property Rights and Entrepreneurship
- 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: National Small Industries Corporation (NSIC) and District Industrial Centre (DIC) with special reference to rural, backward areas

Unit 9: Internal Trade

- Internal trade – meaning and types services rendered by a wholesaler and a retailer
- Types of retail-trade-Itinerant and small scale fixed shops retailers
- Large scale retailers-Departmental stores, chain stores – concept and features
- GST (Goods and Services Tax): Concept and key-features

Unit 10: International Trade

- International trade: concept and benefits
- Export trade – Meaning and procedure
- Import Trade – Meaning and procedure
- Documents involved in International Trade; indent, letter of credit, shipping order, shipping bills, mate's receipt (DA/DP)
- World Trade Organization (WTO) meaning and objectives

Project Work/INA

The Project work marks will be allocated on the following heads.

1	Initiative, cooperativeness and participation	2 Marks
2	Creativity in presentation	2 Mark
3	Content, observation and research work	4 Marks
4	Analysis of situations	4 Marks
5	Viva	3 Marks
	Total	15 Marks

Division of Marks for Internal Assessment

1	Book Bank	2 marks
2	Average of Periodic tests	3 marks
3	Total	5 marks

I. Project One: Field Visit

The objective of introducing this project among the students is to give a first hand experience to them regarding the different types of business units operating in their surroundings, to observe their features and activities and relate them to the theoretical knowledge given in their text books. The students should select a place of field visit from the following:

(Add more as per local area availability.)

1. Visit to a Whole sale market (vegetables, fruits, flowers, grains, garments, etc.)
2. Visit to a Departmental store.
3. Visit to a Mall.

1. Visit to a whole sale market: vegetables/fruits/flowers/grains/garments etc.

The students are required to observe the following:

- a) Sources of merchandise.
- b) Local market practices.
- c) Any linked up businesses like transporters, packagers, money lenders, agents, etc.
- d) Nature of the goods dealt in.
- e) Types of buyers and sellers.
- f) Mode of the goods dispersed, minimum quantity sold, types of packaging employed.
- g) Factors determining the price fluctuations.
- h) Seasonal factors (if any) affecting the business.
- i) Weekly/ monthly non working days.
- j) Strikes, if any causes thereof.
- k) Mode of payments.
- l) Wastage and disposal of dead stock.
- m) Nature of price fluctuations, reason thereof.
- n) Warehousing facilities available/availed.
- o) Any other aspect.

2. Visit to a Departmental store

The students are required to observe the following:

- a) Different departments and their lay out.
- b) Nature of products offered for sale.
- c) Display of fresh arrivals.

- d) Promotional campaigns.
- e) Spaces and advertisements.
- f) Assistance by Sales Personnel.
- g) Billing counter at store Cash, Credit Card/ Debit Card, swipe facility. Added attraction and facilities at the counter.
- h) Additional facilities offered to customers
- i) Any other relevant aspect.

3. Visit to a Mall.

The students are required to observe the following:

- a) Number of floors, shops occupied and unoccupied.
- b) Nature of shops, their ownership status
- c) Nature of goods dealt in: local brands, international brands,
- d) Service business shops- Spas, gym, saloons etc.
- e) Rented spaces, owned spaces,
- f) Different types of promotional schemes.
- g) Most visited shops.
- h) Special attractions of the Mall - Food court, Gaming zone or Cinema etc.
- i) Innovative facilities.
- j) Parking facilities. Teachers may add more to the list.

II. Project Two: Case Study on a Product

a) Take a product having seasonal growth and regular demand with which students

can relate. For example,

- Apples from Himachal Pradesh, Kashmir.
- Oranges from Nagpur,
- Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc.
- Strawberries from Panchgani,
- Aloe vera from Rajasthan,
- Walnuts/almonds from Kashmir,
- Jackfruit from South,
- Guavas from Allahabad,
- Pineapples from North East India
- Tea from Assam
- Orchids from Sikkim and Meghalaya,
- Pottery of Manipur,
- Fishes from coastal areas.

Students may develop a Case Study on the following lines:

(i) Research for change in price of the product.

For example, apples in Himachal Pradesh during plucking and non plucking season.

(ii) Effect on prices in the absence of effective transport system.

(iii) Effect on prices in the absence of suitable warehouse facilities.

(iv) Duties performed by the warehouses.

(v) Demand and supply situation of the product during harvesting season, prices near the place of origin and away.

Students may be motivated to find out the importance of producing and selling these products and their processed items along with the roles of Transport, Warehousing, Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing etc.

The teacher may develop the points for other projects on similar lines for students to work on. The teacher may assign this project as 'group' project and may give different products to different groups.

III. Project Three: Aids to Trade

Taking any one AID TO TRADE, for example Insurance and gathering information on following aspects

1. History of Insurance Lloyd's contribution.

2. Development

of regulatory Mechanism.

3. Insurance Companies in India

4. Principles of Insurance.

5. Types of Insurance. Importance of insurance to the businessmen.

6. Benefits of crop, orchards, animal and poultry insurance to the farmers.

7. Terminologies used (premium, face value, market value, maturity value, surrender

value) and their meanings.

8. Anecdotes and interesting cases of insurance. Reference of films depicting people

committing fraudulent acts with insurance companies.

9. Careers in Insurance.

The students can any other aids to trade also like advertising, marketing, banking, warehousing etc.

IV. Project Four: Import /Export Procedure

Any one from the following

1. Import OR
2. Export procedure

The students should identify a product of their city/country which is imported /exported. They are required to find the details of the actual import/export procedure. They may take help from the Chambers of Commerce, Banker, existing Importers/Exporters, etc. They should find details of the procedure and link it with their Text knowledge. The specimens of documents collected should be pasted in the Project file with brief description of each. They may also visit railway godowns/dockyards/ transport agencies and may collect pictures of the same.

Presentation and submission of project report.

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission.

1. The total project will be in a file format
2. The project will be handwritten.
3. The project will be presented in a neat folder.
4. The project report will be developed in the following sequence-
 - Cover page should project the title, student information, school and year.
 - List of contents.
 - Acknowledgements and preface (acknowledging the institution, the news papers read, T.V. channels viewed, places visited and persons who have helped).
 - Introduction.
 - Topic with suitable heading.
 - Planning and activities done during the project, if any.
 - Observations and findings while conducting the project.
 - Conclusions (summarized suggestions or findings, future scope of study).
 - Appendix (if needed).