CLASS XI

Semester I

Foundations of Business **(Total Periods 104)**

Unit I: *Nature and Purpose of Business* (Periods 20)

- 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 II: *Forms of Business Organisation* (Periods 24)

- 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 organisations.
- Starting a business – Basic factors.

Unit III: *Private, Public and Global Enterprises* (Periods 14)

- Private Sector and Public Sector.
- Forms of Organising public sector enterprises:
  - Departmental Undertaking
  - Statutory Corporation
  - Government Company
- Changing role of public sector.
- Global Enterprises (Multinational Companies): meaning and features,
- Joint ventures — meaning, benefits.

Unit IV: *Business Services* (Periods 18)

- 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.
- Warehousing: types and functions.

Unit V: *Emerging Modes of Business* (Periods 14)

- 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 VI: *Social Responsibility of Business and Business Ethics* (Periods 14)

- Concept of social responsibility;
- Case for social responsibility;
- Responsibility towards different interest groups: owners, investors, employees, consumers, government, community and public in general;
- Business and environmental protection;
- Business ethics: concept and elements.

Semester II

Corporate Oganisation, Finance and Trade (Total Periods 104)

Unit VII: *Formation of a Company* (Periods 16)

Stages in the formation of a company:

- Promotion,
- Incorporation, and
- Commencement of business.

Unit VIII: *Sources of Business Finance* (Periods 24)

- Nature and significance
- Financial requirements and sources: owners funds and borrowed funds
- Methods of raising Finance:
  - Equity and Preference shares
  - Debentures and Bonds
  - Retained profits
  - Public deposits
  - Loan from Commercial Banks
  - Loan from Financial Institution
  - Trade Credit
  - Discounting of Bills of Exchange
  - Global Depository Receipt, American Depository Receipt

Unit IX: *Small Business* (Periods 20)

- 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 X: *Internal Trade* (Periods 20)

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

Unit XI: *International Business* (Periods 24)

- Nature, Importance, scope and complexities involved in International Business;
- Basic information about ways of entering into International Business;
- Contract manufacturing; licensing; franchising; Joint ventures and Setting up Wholly Owned Subsidies;
- Export-Import procedures and Documentation;
- Foreign Trade Promotion: Organisational Support and Incentives; Nature and Importance of Export Processing Zone/Special Economic Zones;
- International Trade Institutions and Agreement: WTO, UNCTAD, World Bank/IMF.