

BUSINESS STUDIES
CLASS XI

One Paper

3 Hours

100 Marks

Part – A: 100 Periods
B: 80 Periods

Units	Structure of Courses	Marks	Periods
PART – A : FOUNDATION OF BUSINESS			
1	Nature and purpose of Business	12	20
2	Forms of Business Organisations	20	30
3	Public, Private and Global Enterprises	7	12
4	Business Services	10	18
5	Emerging Modes of Business	5	10
6	Social Responsibility of Business and Business Ethics	6	10
PART – B : FINANCE AND TRADE			
7	Sources of Business Finance	14	25
8	Small Business	6	10
9	Internal Trade	10	18
10	International Trade	10	17
11	Project Work (to be conducted by the institution)	–	10

PART – A : FOUNDATION OF BUSINESS

Unit 1: Nature and Purpose of Business

- (a) Concept and characteristics of business.
- (b) Business, Profession and Employment – Distinctive features.
- (c) Objectives of business – economic and social, role of profit in business.
- (d) Classification of business activities : Industry and Commerce.
- (e) Industry – Types : Primary, Secondary, Tertiary.
- (f) Commerce – Trade : Types (Internal, External, Wholesale and Retail) and Auxiliaries to trade : Banking, Insurance, Transportation, Warehousing, Communication and Advertising.
- (g) Business risks – Nature and Causes.

Unit 2: Forms of Business organisations (including formation of Company)

- (a) Sole proprietorship : Meaning, Features, Merits and Limitations.

- (b) Partnership : Meaning, Features, Merits and Limitations, Types of partnership and types of partners, Registration of a partnership firm, Partnership deed.
- (c) Cooperative Societies : Features, Merit and Limitations, Types.
- (d) Company : Private Company, Public Company – Features, Merits and Limitations.
- (e) Formation of a Company : Stages – Promotion, Incorporation and Commencement of Business.
- (f) Starting a Business – Basic factors.

Unit 3: Public, Private and Global Enterprises

- (a) Private Sector and Public Sector.
- (b) Form of Public Sector Enterprises : Departmental Undertakings, Statutory Corporation, Government Company (Features, Merits and Limitation)
- (c) Global enterprises, Public and Private Partnership – Features.

Unit 4: Business Services

- (a) Banking : Types of Bank Accounts – Saving, Current, Recurring, Fixed deposit accounts.
- (b) 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 Credit, SMS alerts.
- (c) E-Banking.
- (d) Insurance : Principles, Concept of Life, Health, Fire and Marine insurance.
- (e) Postal and Telecom Services : Main (UPC, Registered Post, Parcel Speed Post, Courier) and Saving services (Recurring Deposit, NSCs, KVP, PPF, MIS).

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.

Unit 6: Social Responsibility of Business and Business Ethics

- (a) Concept of social responsibility.
- (b) Case of social responsibility.
- (c) Responsibility towards Investors, Consumers, Employees, Government and Community.
- (d) Environmental protection and Business.
- (e) Business ethics – Concept and elements.

PART – B : FINANCE AND TRADE

Unit 7: Sources of Business Finance

- (a) Concept of Business Finance.
- (b) Owner's Funds – Equity Shares, Preference Shares and Retained Earnings.
- (c) Borrowed funds – Debentures and Bonds, Loan from Financial Institutions, Loans from Commercial banks, Public Deposits, Trade Credits, ICD (Inter Corporate Deposits).

Unit 8: Small Business

- (a) Small Scale Enterprises – As defined by MSMED Act 2006 (Micro, Small and Medium Enterprises Development Act).
- (b) Role of small business in India – With special reference to Rural Areas
- (c) Government schemes and Agencies for Small Scale Industries : NSIC (National Small Industries Corporation) and DIC (District Industries Centre) With special reference to Rural & Hill Areas.

Unit 9: Internal Trade

- (a) Services of a Wholesaler and Retailer.
- (b) Types of Retail Trade – Itinerants and Small Scale Fixed shops.
- (c) Large Scale Retailers – Departmental stores, Chain Stores, Mail Order Business.
- (d) Concept of Automatic Vending Machine.
- (e) Chambers of Commerce and Industry : Basic Functions
- (f) Main Documents used in Internal Trade : Proforma Invoice, Invoice, Debit Note, Credit Note, LR (Lorry Receipt), RR (Railway Receipt).
- (g) 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

- (a) Concept and problems of International Trade.
- (b) Export Import Procedure and Documents.
- (c) Role of WTO.

Unit 11: Project Work

Students are required to submit a project work/report on any one of the projects listed below under the guidance of one of the faculty members of the Commerce Department.

The report/work should be submitted by the student to the concerned teacher who guides the student. The report will be evaluated by the guide and the mark should be submitted to the Principal/HOD.

Marks may be suitably distributed over different parts of the project as under :

- (a) Objectives.
- (b) Methodology.
- (c) Findings.
- (d) Suggestions.

List of Project :**1. Auxiliaries of Trade**

Find out names of five companies each related to different auxiliaries, i.e. Banking, Insurance, Warehousing, Transportation, Communication and Advertising from real life.

2. Co-operative Society

Find out names of five different types of Co-operative Societies around you. Also, give details of business activities of any one of them.

3. Private, Public & Global Enterprises

Give five names each of different types of public sector Enterprises (including all 3 types) Global enterprises, joint Ventures and Public and Private partnerships. Also, give details of business activities of any one of them.

4. Banking-SB Account.

Visit a nearby bank to find out the procedure for opening a Saving Bank Account. Collect the required documents and prepared a report on the same.

5. Banking-Remittance

Visit a nearby bank and remit Rs. 100 to any of your relatives. Write for formalities complete by you for the same.

6. E-Banking

Write the procedure for transferring funds through RTGS or NEFT.

7. External Trade

Imagine yourself to be an exporter or importer. Collect documents unused in your trade, fill them and present them in file.

8. Insurance

Compare life insurance policies targeting children of any two insurance companies.

9. Social responsibilities

Select any two companies/firms and give an account of the steps taken by them for discharging their social responsibilities.

PRESCRIBED TEXTBOOK :

1. Comprehensive Business Studies (for Class XI)
By: S.A. Siddiqui
Published by: Laxmi Publications (P) Ltd., New Delhi

REFERENCE BOOK :

1. Business Studies (For Class XI)
By: Poonam Gandhi
Published by: V.K. (India) Enterprises, New Delhi.

DESIGN OF QUESTION PAPER

Subject : BUSINESS STUDIES
Unit/Paper : Theory
Class : XI
Time : 3 Hours
Full Marks : 100

WEIGHTAGE TO OBJECTIVES:						
Objectives			Marks	Percentage		
I	Knowledge(K)			20	20	
	Understanding (U)			50	50	
	Application (A)			30	30	
	Total:			100	100	
WEIGHTAGE TO FORMS OF QUESTIONS:						
FORM OF QUESTIONS		No. of questions	Time(in minutes)	Marks	Percentage	
II	Essay/Long Ans: (E/LA)		4	82	32	
	Short Answer Type-I (SA-I)		8	44	32	
	Short Answer Type-II (SA-II)		10	30	20	
	Very Short Answer(VSA)		8	12	8	
	MCQ		8	12	8	
	Total:		38	180 m	100	100
WEIGHTAGE TO CONTENT:						
Unit	CONTENTS :			Marks	Percentage	
Part - A: Foundation of Business						
III	1	Nature and purpose of Business			12	12
	2	Forms of Business Organisation			20	20
	3	Public, Private and Global Enterprises			7	7
	4	Business Services			10	10
	5	Emerging modes of Business			5	5
	6	Social Responsibility of Business and Business Ethics			6	6
	Part - B: Finance and Trade					
	7	Source of Business Finance			14	14
	8	Small Business			6	6
	9	Internal Trade			10	10
10	International Trade			10	10	
IV	Total:			100	100	
V	SCHEME OF SECTIONS:		2 Sections			
VI	SCHEME OF OPTIONS:		50% in SA-I & 100% in Essay Type Questions.			
VI	DIFFICULTY LEVEL :		Difficult : 30% Average : 50% Easy : 20%			

Abbreviation: K(Knowledge), U(Understanding), A(Application),S(Skill), E(Essay Type), SA(Short Answer Type), VSA(Very Short Answer Type), O(Objective Type). MCQ (Multiple Choice Question).

BUSINESS STUDIES
CLASS XII

One Paper

3 Hours

100 Marks

Part – A: 110 Periods
B: 70 Periods

Units	Structure of Courses	Periods	Marks
PART – A : PRINCIPLE AND FUNCTION OF MANAGEMENT			
1	Nature and Significance of Management	15	7
2	Principles of Management	13	7
3	Business Environment	13	7
4	Planning	10	6
5	Organising	18	10
6	Staffing	18	10
7.	Directing	15	8
8.	Controlling	8	5
PART – B : BUSINESS FINANCE AND MARKETING			
9.	Financial Management	25	16
10.	Marketing Management	25	16
11.	Consumer Protection	14	8
12.	Project Work (to be conducted by the institution)	6	

PART – A : PRINCIPLE AND FUNCTION OF MANAGEMENT

Unit 1: Nature and significance of Management

- (a) Management – Concept, Objective, Importance.
- (b) Management as Science, Art, Profession.
- (c) Levels of Management.
- (d) Management Functions – Planning, Organising, Staffing, Directing and Controlling.
- (e) Coordination – Characteristics and Importance.

Unit 2: Principles of Management

- (a) Principles of Management – Concept, Nature and Significance.
- (b) Fayol's Principles of Management.
- (c) Taylor's Scientific Management – Principles and Techniques.

Unit 3: Business Environment

- (a) Business Environment – Concept, Importance.
- (b) Dimensions of Business Environment – Economic, Social, Technological, Political and Legal.
- (c) Concept of Liberalization, Privatization and Globalization Business and Industry.

Unit 4: Planning

- (a) Concept, Importance, Limitations.
- (b) Planning Process.
- (c) Types of plans – Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit 5: Organising

- (a) Concept and importance.
- (b) Steps in the process of Organising.
- (c) Structure of Organisation – Functional and Divisional.
- (d) Formal and Informal Organisation.
- (e) Delegation : Concept, Elements and Importance.
- (f) Decentralization : Concept and Importance.

Unit 6: Staffing

- (a) Concept and Importance of staffing.
- (b) Staffing as a part of Human Resource Management.
- (c) Staffing Process –
 - : Recruitment – Meaning and Sources
 - : Selection – Process
- (d) Training and Development – Concept and Importance.

Unit 7: Directing

- (a) Concept and Importance.
- (b) Elements of Directing
 - Supervision – Concept, Functions of a Supervisor.
 - Motivation – Concept, Maslow’s hierarchy of needs.
 - Financial and Non Financial Incentives.
 - Communication – Concept, Formal and Informal Communication, Barriers to effective communication. How to overcome the barriers.

Unit 8: Controlling

- (a) Concept and Importance.
- (b) Relationship between Planning and Controlling.
- (c) Steps in the process of Control.

PART – B : BUSINESS FINANCE AND MARKETING**Unit 9: Financial Management**

- (a) Concept, Objective of financial management.
- (b) Decisions relating to Investment, Financing and Dividend.
- (c) Financial Planning : Concept and Importance
- (d) Financial Structure – Concept and Factors affecting
- (e) Fixed and Working capital – Concept and Factors affecting its requirements.

Unit 10: Marketing Management

- (a) Marketing – Meaning, Functions, Marketing v/s Selling.
- (b) Marketing Management Philosophies.
- (c) Marketing Mix – Concept.
 - Product – Concept, Branding, Labeling and Packaging.
 - Price – Factors determining price.
 - Physical Distribution – Concept, Channels of distribution : Types, Choice of channels.
 - Promotion – Concept and Elements; Advertising – Concept, role, Objections against Advertising, Personal selling – Concept and Qualities of a good salesman, Sales Promotion – Concept and Techniques, Publicity – Concept and Role.

Unit 11: Consumer Protection

- (a) Concept and Importance of Consumer Protection.
- (b) Consumer Protection Act 1986.
 - Meaning of Consumer and consumer protection.
 - Rights and Responsibilities of consumers
 - Who can file a complaint and against whom ?
 - Redressal Machinery.
 - Remedies available.
- (c) Consumer Awareness – Role of consumer organizations and NGOs.

Unit 12: Project Work

Students are required to submit a project work/report on any one of the projects listed below under the guidance of one of the faculty members of the Commerce Department.

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Marks may be suitably distributed over different parts of the project as under :

- (a) Objectives.
- (b) Methodology.
- (c) Findings.
- (d) Suggestions.

List of Project :

1. File at least 10 complaints of consumer exploitation of different types (defective goods & deficient services). Also, mention the decision thereof.
2. Marketing-Objectionable Advertisements
Collect information related to five objectionable advertisements presented through any media and explain the objections.
3. Marketing-Useful Advertisements
Collect five printed advertisements and interpret their message.
4. Marketing-Physical Distribution
Observe the marketing plan of any two companies and find the levels adopted by them for distribution of their products.
5. Consumer Protection-Role of NGOs
As a consumer, contact an NGO for a complaint against any defective good or deficient service and report the assistance provided by them.
6. Marketing-Sales promotion
Select any two famous firms/companies and find out the sales promotion techniques generally adopted by them.

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	3	Business Environment			7	7
	4	Planning			6	6
	5	Organising			10	10
	6	Staffing			10	10
	7	Directing			8	8
	8	Controlling			5	5
	Part - B: Business Finance and Marketing					
	9	Financial Management			16	16
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