

**BUSINESS STUDIES SYLLABUS
CLASS–XI (2014-15)**

One Paper

100 Marks

3 Hours

Units		Periods	Marks
Part A	Foundations of Business		
1	Nature and Purpose of Business	22	20
2	Forms of Business Organisations	26	
3	Public, Private and Global Enterprises	22	18
4	Business Services	22	
5	Emerging Modes of Business	12	12
6	Social Responsibility of Business and Business Ethics	16	
		120	50
Part B	Finance and Trade		
7	Sources of Business Finance	30	20
8	Small Business	16	
9	Internal Trade	30	20
10	International Business	14	
11	Project Work	30	10
		120	50

PART A: FOUNDATION OF BUSINESS

120 Periods

Unit 1: Nature and Purpose of Business:

22 Periods

- 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 and retail); and auxiliaries to trade: banking, insurance, transportation, warehousing, communication, and advertising.
- Business risks - Meaning, nature and causes.
- Concept includes meaning and characteristics / features.

Meaning of business with special reference to economic and non-economic activities. Two or three definitions of business with one conclusive definition.

Fundamental features of business which differentiate it with other activities of society.

Meaning of profession and employment with one definition of each including all their features.

Differentiating features of business, profession and employment.

Meaning and classification of objectives of business as: Economic and Social

Economic Objectives - Profit earning, survival, growth

Social Objectives - Production and supply of quality goods and services

Role of Profit - As a source of income for business persons for meeting expansion requirements.

Indication of efficient working of business and building its reputation of business.

Meaning of industry and commerce with examples.

Industry: Meaning of primary, secondary and tertiary industries with 2-3 examples.

Commerce : Meaning of Trade and Auxiliaries to trade. Meaning of commerce : Meaning of different types of trade

-Internal, External, Wholesale, and Retail Traders: Meaning of different auxiliaries to trade- Banking, Insurance, Transportation, Warehousing, Communication and Advertising.

Meaning of risks as a special characteristic of business including all possible causes.

Unit 2: Forms of Business organizations

26 Periods

- Sole Proprietorship- meaning, features, merits and 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: features.
- Cooperative Societies- features, types, merits and limitations.
- Company: private and public company -features, merits and limitations.
- Formation of a company- four stages, important document (Memorandum of Association, Articles of Association, relevance of certificate of incorporation and certificate of commencement.)
- Starting a business - Basic factors.

Meaning of forms of business organisations

Meaning and definition of sole proprietorship, its features merits and limitations.

Definition of partnership as per partnership act 1932

Types of partnership : On the basis of duration or on the basis of liability.

Limited liability partnership- Meaning and examples

Types of partners: Active, sleeping, secret and nominal partner, partner by estoppel.

Meaning of partnership firms with 5-6 major aspects

Need for registration

Self explanatory

Types : Consumers, producers, marketing, farmers, credit and housing co-operatives.

Meaning and definition of private and public company.

Difference between private and public company.

Features, merits and limitations of private and public company.

Stages in the formation of a company in brief.

Knowledge about selection of a business and its size and form of business organization.

Understanding factor to decide location of business, financing and physical facilities.

Unit 3: Public, Private and Global Enterprises

22 Periods

- Private sector and public sector enterprises.
- Forms of public sector enterprises: features, merits and limitations of departmental undertakings, statutory corporation and Government Company.
- Changing role of public sector enterprises.
- Global enterprises, Joint ventures, Public Private Partnership - Features

Develop an understanding of public, private and global enterprises.

Activity to identify various types of public enterprises.

Develop an understanding for the changing patterns by studying global enterprises joint ventures and public private partnership.

Private Sector and Public Sector: Meaning

Forms of Public Sector Enterprises: Departmental Undertakings, Statutory Corporation, Government Company (Features, Meaning, Merits and Limitation of each.)

Global enterprises, Joint ventures, Public private partnership- Meaning and Features.

Unit 4: Business Services

22 Periods

- Banking: Types of bank accounts- savings, current, recurring, fixed deposit and multiple option deposit account.
- Banking services with particular reference to issue of bank draft, banker's cheque (pay order), Real Time Gross Settlement(RTGS), National Electronic Funds Transfer (NEFT), bank overdraft, cash credits and e- banking.
- Insurance: principles, concept of life, health, fire and marine insurance.
- Postal and telecom services: mail Under Postal Certificate (UPC), registered post, parcel, speed post and courier) and other services.

Banking: Types of Bank Accounts- Saving, current, recurring and fixed deposit Accounts along with specific features of each.

Banking Services Meaning and special features of each bank draft, banker's cheque (Pay order), RTGS (Real Time Gross Settlement) NEFT (National Electronic Funds Transfer). Bank overdraft, cash credits, e-banking.

E Banking : Meaning of e- banking and ways of e-banking: Automated Teller Machine (ATM), Debit Card, Credit Card, internet banking and mobile banking.

Meaning and principle of insurance utmost good faith, insurance interest, indemnity, contribution, doctrine of subrogation and cause proxima.

Meaning and distinction between life, health, fire and marine insurance.

Meaning and uses of mail Under Postal Certificate (UPC), Registered Post, Parcel, Speed Post, Courier) and Saving schemes (Recurring Deposit, National Savings Certificated (NSCs), Kisan Vikas Patra (KVP), Public Provident Fund (PPF), Monthly Income Scheme (MIS).

Unit 5: Emerging Modes of Business

12 Periods

- 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 Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO).
- Smart cards and ATM's meaning and utility

E-Business - Scope and Benefits, Resources required for successful e-business implementation, Online transactions, Payment mechanism, Security and Safety of business transactions.

Meaning benefits and limitations of e-banking

Meaning and process of online transaction

Ways of payment through online

Methods of secure and safe business transactions

Outsourcing-Concept, Need and Scope of Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO).

Meaning and features of outsourcing and its need

Meaning of Business Process and Knowledge Process Outsourcing.

Unit 6: Social Responsibility of Business and Business Ethics

16 Periods

- - 16Concept of social responsibility
- - 16Case for social responsibility
- - 16Responsibility towards owners, investors, consumers, employees, government and community
- - 16Environment protection and business

Meaning definition and need of social response sibling of business.

Responsibility towards investors, consumers, employees, government and community.

Meaning, need and role of environmental protection.

Meaning and basic elements of business ethics

PART B: FINANCE AND TRADE

120 Periods

Unit 7: Sources of Business Finance

30 Periods

- Concept of business finance
- Owner's funds - equity shares, preference share, Global Depository Receipt (GDR), American Depository Receipt (ADR), International Depository Receipt (IDR) and retained earnings.

- Borrowed funds: debentures and bonds, loan from financial institution, loans from commercial banks, public deposits, trade credit, Inter Corporate Deposits (ICD).

Meaning and need of business finance

Sources- Owners funds; Borrowed funds

Meaning, merits and limitations of owners' funds, equity shares, preference shares and retained earnings.

Borrowed Funds- Debentures and bonds, loans from financial institutions, loans from Commercial banks, public deposits, Trade Credit, Inter Corporate Deposits (ICD).

Meaning, merits and limitations of borrowed funds, debentures, bonds, loans from financial institutions, trade credit and inter corporate deposits

Unit 8: Small Business

16 Periods

- 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) and District Industrial Center (DIC) with special reference to rural, backward and hilly areas.

Meaning and definition of small scale enterprise as per MSMED Act 2006

Distinction between Micro, Small and Medium enterprises.

Self explanatory

Different government schemes and functions of agencies.

Unit 9: Internal Trade

30 Periods

- 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. Lorry receipt (LR) and Railway Receipt (RR)
- Terms of Trade: Cash on Delivery (COD) , Free on Board (FOB), Cost, Insurance and Freight (CIF), Errors and Omissions Excepted (E&OE)

Types of Retail Trade - Itinerants and small scale fixed shops:- Meaning and features.

Large Scale Retailers- Department stores, Chain Stores, Mail Order Business,

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) Meaning , uses and formats

Terms used in Trade: Cash on Delivery (COD), Free on Board (FOB), Cost Insurance and Freight (CIF), Errors and Omissions Excepted (E&OE): Meaning.

Unit 10: International Trade

14 Periods

- Meaning, difference between internal trade and external trade: Meaning and characteristics of international trade.
- Problems of international trade: Advantages and disadvantages of international trade
- Export Trade - Meaning, objective and procedure of Export Trade
- Import Trade - Meaning, objective and procedure: Meaning and functions of import trade; purpose and procedure
- Documents involved in International Trade; documents involved in export 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 and objectives

Need of International Trade and Complexities faced by Business enterprises in International Trade.

Uses of different documents used in International Trade.

Procedure followed in Export and Import Business.

Historical perspective of WTO

Different types of agreement (Four agreement)

Unit 11: Project Work

30 Periods

- As per CBSE guidelines

QUESTION PAPER DESIGN YEAR 2014-15

BUSINESS STUDIES

Code No. 054

CLASS XI

Time: 3 hrs

Max. Marks - 90

S. No.	Typology of Questions	Learning Outcomes & Testing Skills	Very Short Answer (VSA) (1)	Short Answer-I (SA-I) (3)	Short Answer-II (SA-II) (5)	Long Answer (LA) (5)	Essay Type (6 Marks)	Total Marks	% Weightage
1	Remembering- (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	<ul style="list-style-type: none"> • Reasoning • Analytical Skills • Critical Skills 	2	1	1	1	-	14	16%
2	Understanding- (Comprehension –to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		2	2	1	-	1	18	20%
3	Application (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		2	1	1	1	2	26	29%
4	High Order Thinking Skills (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources)		2	1	1	1	1	20	22%
5	Evaluation and Multi-Disciplinary- (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)				1	1 (Values based)	1	-	12
TOTAL-1 project (10 Marks) 10			8×1=8	6×3= 18	5×4= 20	4×5= 20	4×6= 24	90(27) project (10)	100%
Estimated Time (in minutes)			8 min	27 min	30 min	40 min	60 min	165 min+15 min for revision	

Class XI: Guidelines for Teachers

This section provides some basic guidelines for the teachers to launch the projects in Business Studies. It is very necessary to interact, support, guide, facilitate and encourage students while assigning projects to them.

The teachers must ensure that the project work assigned to the students whether individually or in group are discussed at different stages right from assignment to drafts review and finalization. Students should be facilitated in terms of providing relevant materials or suggesting websites, or obtaining required permissions from business houses, malls etc for their project. The 16 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the students actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available commercially.

The following steps might be followed:

1. Students must take any one topic during the academic session of Class XI.
2. The project may be done in a group or individually.
3. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of submission of the draft/final project work.
4. The teacher should play the role of a facilitator and should closely supervise the process of project completion.
5. The teachers must ensure that the student's self esteem should go up, and he /she should be able to enjoy this process.
6. The project work for each term should culminate in the form of Power Point Presentation/Exhibition/Skit before the entire class. This will help in developing ICT and communication skills among them.

The teacher should help students to identify any one project from the given topics.

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 Handicraft unit.
2. Visit to an Industry.
3. Visit to a Whole sale market. (vegetables, fruits, flowers, grains, garments.)
4. Visit to a Departmental store.
5. Visit to a Mall.

The following points should be kept in mind while preparing this visit.

1. Select a suitable day free from rush/crowd with lean business hours..

2. The teacher must visit the place first and check out on logistics. It's better to seek permission from the concerned business- incharge.
3. Visit to be discussed with the students in advance. They should be encouraged to prepare a worksheet containing points of observation and reporting.
4. Students may carry their cameras (at their own risk) with prior permission for collecting evidence of their observations.

1. Visit to a Handicraft Unit.

The purpose of visiting a Handicraft unit is to understand nature and scope of its business, stake holders involved and other aspects as outlined below-

- a) The raw material and the processes used in the business: People /parties/firms from which they obtain their raw material.
- b) The market, the buyers, the middlemen, and the areas covered.
- c) The countries to which exports are made.
- d) Mode of payment to workers, purchasers etc.
- e) Working conditions.
- f) Modernization of the process over a period of time.
- g) Facilities, security and training for the staff and workers.
- h) Subsidies available/ availed.
- i) Any other aspect that the teachers deem fit.

2. Visit to an Industry.

The students are required to observe the following:

- a) Nature of the business organisation.
- b) Determinants for location of business unit.
- c) Form of business enterprise: Sole Proprietorship, Partnership, Undivided Hindu Family, Joint Stock Company (a Multinational Company).
- d) Different stages of production/process
- e) Auxiliaries involved in the process.
- f) Workers employed, method of wage payment, training programmes and facilities available.
- g) Social responsibilities discharged towards workers, investors, society, environment and government.
- h) Levels of management.
- i) Code of conduct for employers and employees.
- j) Capital structure employed- borrowed v/s owned.
- k) Quality control, recycling of defective goods.
- l) Subsidies available/availed.
- m) Safety Measures employed.
- n) Working conditions for labour in observation of Labour Laws.
- o) Storage of raw material and finished goods.
- p) Transport management for employees, raw material and finished goods.

- q) Functioning of various departments and coordination among them (Production, Human Resource, Finance and Marketing)
- r) Waste Management.
- s) Any other observation.

3. 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.

4. 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 attractions and facilities at the counter.
- h) Additional facilities offered to customers
- i) Any other relevant aspect.

5. 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,
 - Alivora from Rajasthan,
 - Walnuts/almonds from Kashmir,
 - Jackfruit from South,
 - Guavas from Allahbad,
 - 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. It could conclude in the form of an exhibition.

III. Project Three: Aids to Trade

Taking any one AIDS 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.
- Teachers to develop such aspects for other aids to trade.

IV. Project Four: Import /Export Procedure

Any **one** from the following

1. Import /Export procedure

The students should identify a product of their city/country which needs to be 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, consisting of the recordings of the value of shares and the graphs.
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.
- News paper clippings to reflect the changes of share prices.
- Conclusions (summarised suggestions or findings, future scope of study).
- Appendix (if needed).
- Teachers report.
- Teachers will initial preface page.
- At the completion of the evaluation of the project, it will be punched in the centre so that the report cannot be reused but is available for reference only.
- The projects will be returned after evaluation. The school may keep the best projects.

ASSESSMENT

The marks will be allocated on the following heads.

1. Initiative, cooperativeness and participation	1 Mark
2. Creativity in presentation	1 Mark
3. Content, observation and research work	2 Mark
4. Analysis of situations	2 Mark
5. Viva	4 Mark
Total	10 Marks



Vidyadhan Academy Pvt. Ltd.

DE-85, 2nd Floor, Opp. Metro Pillar No. 422, Tagore Garden, Delhi-27

Contact: +91-11-434-644-08, enquiry@vidyadhan.net, www.vidyadhan.net