

**MONTHWISE SYLLABUS FOR YEAR 2017-18 XI**

**BUSINESS STUDIES (054)**

<b>Sl.No.</b>	<b>Unit</b>	<b>Name and Contents</b>	<b>Month</b>
1.	Unit-1	<p><b>Nature and Purpose of Business</b></p> <ul style="list-style-type: none"> <li>• Concept and characteristics of business.</li> <li>• Business, profession and employment -Meaning and their distinctive features.</li> <li>• Objectives of business - Economic and social, role of profit in business</li> <li>• Classification of business activities: Industry and Commerce.</li> <li>• Industry - types: primary, secondary, tertiary - Meaning and sub types</li> <li>• Commerce - trade: types (internal, external, wholesale and retail; and auxiliaries to trade: banking, insurance, transportation, warehousing, communication, and advertising.</li> <li>• Business risks - Meaning, nature and causes.</li> </ul>	June
2.	Unit-2	<p><b>Forms of Business organizations</b></p> <p>Sole Proprietorship- meaning, features, merits and limitations.</p> <ul style="list-style-type: none"> <li>• Partnership- Features, types, merits and limitations of partnership and partners, registration of a partnership firm, partnership deed. Type of partners.</li> <li>• Hindu Undivided Family Business: features.</li> <li>• Cooperative Societies- features, types, merits and limitations.</li> <li>• Company: private and public company -features, merits and limitations.</li> <li>• Formation of a company- four stages, important document (MOA, AOA, relevance of certificate of incorporation and certificate of commencement.</li> <li>• Starting a business - Basic factors.</li> </ul>	- June- July
3.	Unit-3	<p><b>Public, Private and Global Enterprises</b></p> <ul style="list-style-type: none"> <li>• Private sector and public sector enterprises.</li> <li>• Forms of public sector enterprises: features, merits and limitations of departmental undertakings, statutory corporation and Government Company.</li> <li>• Changing role of public sector enterprises.</li> <li>• Global enterprises, Joint ventures, Public Private Partnership - Features</li> </ul>	July - August
4	Unit-4	<p><b>Business Services</b></p> <ul style="list-style-type: none"> <li>• Banking: Types of bank accounts- savings, current, recurring, fixed deposit and multiple option deposit account.</li> <li>• 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 credits and e- banking.</li> <li>• Insurance: principles, concept of life, health, fire and marine insurance.</li> <li>• Postal and telecom services: mail (UPC, registered post, parcel, speed post and courier)</li> </ul>	August- september

		and other services.	
5	Unit-5	<p><b>Emerging Modes of Business</b></p> <ul style="list-style-type: none"> <li>• E-business - scope and benefits, resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions.</li> <li>• Outsourcing-concept, need and scope of BPO (business process outsourcing) and KPO (knowledge process outsourcing).</li> <li>• Smart cards and ATM's meaning and utility</li> </ul>	September
6	Unit-6	<p><b>Social Responsibility of Business and Business Ethics</b></p> <ul style="list-style-type: none"> <li>• Concept of social responsibility</li> <li>• Case for social responsibility</li> <li>• Responsibility towards owners, investors, consumers, employees, government and community</li> <li>• Environment protection and business</li> </ul> <p>Meaning and basic elements of business ethics</p>	September
		<b>PART B: FINANCE AND TRADE</b>	
7	Unit-7	<p><b>Sources of Business Finance</b></p> <ul style="list-style-type: none"> <li>• Concept of business finance</li> <li>• Owner's funds - equity shares, preference share, GDR, ADR, IDR and retained earnings.</li> <li>• Borrowed funds: debentures and bonds, loan from financial institution, loans from commercial banks, public deposits, trade credit, ICD (inter corporate deposits).</li> </ul>	October- November
8	Unit-8	<p><b>Small Business</b></p> <ul style="list-style-type: none"> <li>• Small scale enterprise as defined by MSMED Act 2006 (Micro, Small and Medium Enterprise Development Act).</li> <li>• Role of small business in India with special reference to rural areas.</li> <li>• Government schemes and agencies for small scale industries: (National Small Industries Corporation) and DIC (District Industrial Center) with special reference to rural, backward and hilly areas.</li> </ul>	November- December
9	Unit-9	<p><b>Internal Trade</b></p> <ul style="list-style-type: none"> <li>• Services rendered by a wholesaler and a retailer</li> <li>• Types of retail -trade - Itinerant and small scale fixed shops</li> <li>• Large scale retailers - Departmental stores, chain stores, mail order business</li> <li>• Concept of automatic vending machine</li> <li>• Chambers of Commerce and Industry: Basic functions</li> <li>• Main documents used in internal trade: Performa invoice, invoice, debit note, credit note. LR (Lorry receipt) and RR (Railway Receipt)</li> <li>• Terms of Trade: COD (Cash on Delivery) , FOB (Free on Board), CIF (Cost, Insurance and Freight), E&amp;OE (Errors and Omissions Excepted)</li> </ul>	December
10	Unit-10	<p><b>International Trade</b></p> <ul style="list-style-type: none"> <li>• Meaning, difference between internal trade and</li> </ul>	December-January

		<p>external trade: Meaning and characteristics of international trade.</p> <ul style="list-style-type: none"> <li>• Problems of international trade: Advantages and disadvantages of international trade</li> <li>• Export Trade - Meaning, objective and procedure of Export Trade</li> <li>• Import Trade - Meaning, objective and procedure: Meaning and functions of import trade; purpose and procedure</li> <li>• 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</li> <li>• World Trade Organization (WTO) meaning and objectives</li> </ul>	
		<b>Part C : Project Work &amp; Revision</b>	January

## MONTH WISE SYLLABUS FOR XI (2017-2018)

### ENTREPRENEURSHIP (066)

Sl.No.	Unit	Name and Contents	Month
1.	Unit-1	<p><b>Entrepreneurship - What, Why and How</b></p> <p>Entrepreneurship - What, Why and How</p> <ul style="list-style-type: none"> <li>· Entrepreneurship - Concept, Functions, Need and Importance</li> <li>· Myths about Entrepreneurship</li> <li>· Pros and Cons of Entrepreneurship</li> <li>· Process of Entrepreneurship · State the myths, advantages and disadvantages of Entrepreneurship</li> <li>· Describe the process of Entrepreneurship.</li> </ul>	June
2.	Unit-2	<p><b>Unit 2: An Entrepreneur</b></p> <p>An Entrepreneur</p> <ul style="list-style-type: none"> <li>· Types of Entrepreneurs</li> <li>· Competencies and characteristics: Ethical Entrepreneurship</li> <li>· Entrepreneurial Value” Values, Attitudes and Motivation (Abraham Maslow &amp; McClland’s theory</li> <li>· Mindset of an employee and an entrepreneur difference with</li> <li>· Differentiate between various types of entrepreneurs</li> <li>· Explain the competencies of an Entrepreneur</li> <li>· concept of Ethics</li> <li>· Appreciate the importance of Ethical Entrepreneurship</li> <li>· Highlight the value of ethics to an entrepreneur</li> <li>· Understand the values, attitudes and motivation required by an Entrepreneur</li> <li>· Differentiate between Entrepreneur and an employee</li> <li>· State the meaning and importance of Intrapreneurship</li> </ul>	June- July
3.	Unit-3	<p><b>Entrepreneurship Journey</b></p> <p>Entrepreneurship Journey</p> <ul style="list-style-type: none"> <li>· Self Assessment of Qualities, Skills, Resources and Dreams. · Identify various personality types before starting any venture</li> <li>· Generation of Ideas. · Understand the meaning and ways of generating ideas · Feasibility Study. · the concept of types of feasibility study</li> <li>· Opportunity Assessment : importance of opportunity assessment</li> <li>· Business Plan Preparation</li> <li>· Execution of Business Plan · Understand the concept of Business Plan. Reasons for success and failure of Business Plan</li> <li>· Explain how to execute a business plan</li> <li>· Role of Society and Family in the growth of an entrepreneur.</li> </ul>	July - August

		<ul style="list-style-type: none"> <li>· Challenges faced by women in Entrepreneurship.</li> <li>· Explain the challenges faced by entrepreneur</li> </ul>	
4	Unit-4	<p><b>Entrepreneurship as Innovation and Problem Solving</b></p> <ul style="list-style-type: none"> <li>· Entrepreneurs- as problem solvers.</li> <li>· Innovations and Entrepreneurial Ventures.</li> <li>· Social Entrepreneurship-Concept and Importance</li> <li>· Risk taking-Concept; types of business risks.</li> <li>· State the meaning of entrepreneurial risk and risk management</li> <li>· Differentiate between internal and external risk</li> </ul> <ul style="list-style-type: none"> <li>· The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.</li> <li>· Barriers to Entrepreneurship.</li> <li>· Support structure for promoting entrepreneurship (various government schemes).</li> <li>for promoting entrepreneurship</li> </ul>	August- September
5	Unit-5	<p><b>Understanding the Market</b></p> <ul style="list-style-type: none"> <li>· concept of market and its evolution.</li> </ul> <p>Market- Traditional and E-commerce-Concept and Role</p> <ul style="list-style-type: none"> <li>· Types of Business: · Understand the elements of business</li> <li>· Classify the different types of industry</li> <li>· Classify the different types of trade and its auxiliaries</li> </ul> <p>Manufacturing, Trading and Services. Analyse the market environment of Micro and Macro level</p> <ul style="list-style-type: none"> <li>· Market Forces: Sellers, consumers and competitors.</li> <li>· Expanding Markets: Local to global, Strategies needed.</li> </ul> <p>Explain the meaning and process of Market Survey</p> <ul style="list-style-type: none"> <li>· Appreciate the role of Market Survey as a source of collecting market information.</li> <li>· process of marketresearch</li> </ul> <p>Understand the strategy of market expansion and development.</p> <ul style="list-style-type: none"> <li>· Marketing Mix: Concept and Elements.</li> </ul> <ul style="list-style-type: none"> <li>· Pricing and Factors affecting pricing.</li> <li>levels of channels of distribution</li> <li>· Explain the tools of promotion mix</li> <li>· Analyse the factors affecting price determination</li> </ul>	September

		<ul style="list-style-type: none"> <li>· Market Survey: Concept, Importance and Process</li> </ul>	
6	Unit-6	<p><b>Business Arithmetic</b></p> <ul style="list-style-type: none"> <li>· Simplified Cash Register and Record Keeping. cash inflow and outflow of preparing a Cash Register</li> <li>· Understand the importance and technique of preparing a Cash Register. Income Statement. Cashflow Projections concept of COST and its components Start-up, operational Costs</li> <li>· Unit of Sale, Unit Price and Unit Cost - for single product or service . concept of COST and its components Start-up, operational Costs</li> <li>· Types of Costs - Start up, Variable and Fixed</li> <li>· Break Even Analysis - for single product or service</li> <li>· Taxes (Direct &amp; Indirect)</li> <li>·</li> </ul>	October-November
7	Unit-7	<p><b>Resource Mobilization</b></p> <ul style="list-style-type: none"> <li>· Types of Resources - Human, Capital and other Resources</li> <li>· Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc.</li> <li>· Role and Importance of a Mentor</li> <li>· Estimating Financial Resources required.</li> <li>· Methods of meeting the financial requirements.</li> <li>· Size and capital based classification of business enterprises. State the meaning of fixed and working capital</li> <li>· Explain the factors of affecting working capital</li> <li>· Describe the meaning of capital structure</li> <li>· Explain the different sources of finance</li> <li>· Various sources of Information· Classify the business and industry</li> <li>· Identify the various sources for an entrepreneur</li> </ul>	November- December
		<b>Part C : Project Work &amp; Revision</b>	January