

**2022-23**  
**BUSINESS STUDIES(133)**

**CLASS XI**

**One Paper**

**3 Hours**

**80 Marks**

<b>Units</b>		<b>Marks</b>
<b>Part A: Foundations of Business</b>		
1.	Nature and Purpose of Business	06
2.	Forms of Business Organisations	10
3.	Private, Public and Global Enterprises	08
4.	Business Services	06
5.	Emerging Modes of Business	05
6.	Social Responsibility of Business and Business Ethics	05
<b>Total</b>		<b>40</b>
<b>Part B : Organisation, Finance and Trade</b>		
7.	Formation of a Company	07
8.	Sources of business finance	10
9.	Small Business	07
10.	Internal Trade	10
11	International Business	06
<b>Total</b>		<b>40</b>
<b>Part C : Project Work /Internal Assessment</b>		<b>20</b>

**A Part: Foundations of Business**

**Unit 1: Nature and Purpose of Business**

- 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 2: Forms of Business Organisations**

- 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 organizations
- Starting a business - Basic factors.

## **Unit 3: Private, Public & Global Enterprises**

- Private Sector and Public Sector
  - Forms of organising public sector enterprises
  - Departmental Undertaking
  - Statutory Corporation .
  - Government Company
    - Changing role of public sector
- Global Enterprises : meaning and features,joint ventures- meaning, benefits

## **Unit 4: Business Services**

- Nature and types of Business services - Banking, Insurance, Transportation, Ware housing, 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 5: Emerging Modes of Business**

- 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 6: Social Responsibility of Business and Business Ethics**

- Concept of social responsibility.
- Case for social responsibility;
- Responsibility towards owners, investors, employees, consumers, government and community
  - Environmental protection and business
  - Business ethics: concept and elements.

## **Part B: Organisation, Finance and Trade**

### **Unit 7: Formation of a Company**

Stages in the formation of a company;

Promotion, Incorporation, and Commencement of business

### **Unit 8: Sources of Business Finance**

- Nature and significance of business finance
- Owner's funds and borrowed funds
- Sources of raising Finance:
  - Equity and Preference shares
  - Debentures and Bonds
  - Loan from Financial Institutions
  - Retained Profits
  - Global Depository Receipt, American Depository Receipt
  - Loans from commercial Banks
  - Public deposits
  - Trade Credit

### **Unit 9: Small Business:**

- 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 10: Internal Trade**

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

### **Unit 11: International Business**

- Nature, Importance and complexities involved in International Business;
- Ways of entering into international Business. Export-Import Procedures and documentation. Foreign Trade Promotion. Organizational support and incentives; Nature and importance of Export Processing Zone/special Economic Zone; International Trade Institutions and Agreement: WTO, UNCTAD, World Bank, IMF.

## **Part C: Project Work**

### **Suggestive/Illustrative Projects**

Any one of the following:-

- (i) Find out from local sample business unit (s) the various objectives they pursue.
- (ii) Problems of setting up and running business units.
- (iii) Enquiry into the ethics of running business through questionnaires.
- (iv) Survey of quality of bank services in the local branch office.
- (v) Study of postal and courier mail services.
- (vi) Availability and use of agency services, advertising, packaging, investments in savings schemes, etc.
- (vii) Survey of the popularity of credit cards issued by different banks.
- (viii) Study the profile of a sole trader/partnership commenting on the nature and working of business.
- (ix) Study of a Joint Hindu family business.
- (x) Study of the working of any cooperative society.
- (xi) Study of a small business unit regarding source of finance.
- (xii) Study of nature of small traders (like hawkers and pedlars in a specific locality) with reference to types of goods, capital investment, turnover.
- (xiii) Study of weekly bazaar in a locality.
- (xiv) Study of franchise retail store.
- (xv) Study of export/import procedure of any article.
- (xvi) Problems of women entrepreneurs in business.
- (xvii) Survey of waste/garbage disposal by a business enterprise
- (xviii) Study of pavement trade.
- (xix) Prepare a scrapbook and collect articles on the changing role of public sector and any other topics related to the syllabus.

### **Assessment of Project Work:**

<b>Topics</b>	<b>Marks</b>
<b>1-Project Work</b>	
a) Relevance of the topic	3
b) Knowledge content /Research Work	3
c) Presentation Technique	3
d) Viva based on project	6
<b>2- Continuous assessment (Unit Test)</b>	5
<b>Total</b>	<b>20</b>

**2022-23**  
**BUSINESS STUDIES(133)**  
**CLASS XII**

**Time : 3 Hours**

<b>One Paper</b>	<b>Time : 3 Hours</b>	<b>Marks : 80 +20 (Project)</b>
<b>Unit No.</b>	<b>Title</b>	<b>Weightage</b>

**Part A : Principles and Functions of Management**

1	Nature and Significance of Management	06 Marks
2	Principles of Management	06 Marks
3	Business Environment	04 Marks
4	Planning	06 Marks
5	Organizing	08 Marks
6	Staffing	06 Marks
7	Directing	08 Marks
8	Controlling	05 Marks
	Total	49 Marks

**Part B: Business Finance and Marketing**

9	Financial Management	09 Marks
10	Financial Markets	06 Marks
11	Marketing Management	11 Marks
12	Consumer Protection	05 Marks
	Total	31 Marks
	<b>TOTAL</b>	<b>80 Marks</b>

**Part C: Project Work** 20 Marks

**Part A: Principles and Functions of Management**

**Unit I: Nature and significance of Management**

- Management - concept, objectives, importance
- Management as Science, Art, Profession.
- Levels of management
- Management functions - planning, organizing, staffing, directing and controlling
- Coordination - nature and importance

**Unit 2: Principles of Management**

- Principles of Management - meaning, nature and significance
- Fayol's principles of management
- Taylor's Scientific Management - Principles and Techniques

**Unit 3: Business Environment**

- Business Environment - meaning and importance
- Dimensions of Business Environment - Economic, Social, Technological, Political and Legal
- Economic Environment in India; Impact of Government policy changes on business

and industry, with special reference to adoption of the policies of liberalization, privatization and globalisation

#### **Unit 4: Planning**

- Meaning, features, importance, limitations
- Planning process
- Types of Plans - Objectives, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

#### **Unit 5: Organising**

- Meaning and importance.
- Steps in the process of organising.
- Structure of organization - functional and divisional.
- Formal and informal organization.
- Delegation: meaning, elements and importance.
- Decentralization: meaning and importance.

#### **Unit 6: Staffing**

- Meaning and importance of staffing
- Staffing as a part of Human Resource Management
- Staffing process
- Recruitment - meaning and sources
- Selection - meaning and process
- Training and Development - meaning and need. Methods of training

#### **Unit 7: Directing**

- Meaning, importance and principles
- Elements of Directing
  - Supervision - meaning and importance
  - Motivation - meaning and importance, Maslow's hierarchy of needs; Financial and non-financial incentives.
  - Leadership - meaning, importance; qualities of a good leader
    - Communication - meaning and importance, formal and informal communication; barriers to effective communication.

#### **Unit 8: Controlling**

- Meaning and importance
- Relationship between planning and controlling
- Steps in the process of control
- Techniques of controlling : budgetary control,

### **Part B : Business Finance and Marketing**

#### **Unit 9: Financial Management**

- Meaning, role, objectives of financial management
- Financial decisions : meaning and factors affecting
- Financial planning - meaning and importance.
- Capital Structure - meaning and factors
- Fixed and Working Capital -Meaning and factors affecting its requirements.

#### **Unit 10: Financial Markets**

- Concept of Financial Market: Money Market and its instruments.
- Capital market and types - primary and secondary market.
- Distinction between capital market and money market.
- Stock Exchange - meaning, functions, NSEI, OCTEI, Trading Procedure.
- Securities and Exchange Board of India (SEBI)- Objectives, Functions.

## Unit 11: Marketing Management

- Marketing - meaning, functions and role, marketing and selling
- Marketing management philosophies.
- Marketing mix - elements
  - Product - nature, classification, branding, labeling and packaging
  - Price - Factors determining fixation of price
  - Physical distribution: Elements; Channels of distribution : types, function, choice of channels
  - Promotion -Elements of promotion mix; Advertising - role, limitations, objections against advertising. Personal selling - meaning, importance; Sales promotion - merits, limitations, methods ;
  - Publicity - meaning and role.

## Unit 12: Consumer Protection

- Importance of consumer protection
- Consumer rights
- Consumer responsibilities
- Ways and means of consumer protection - Consumer awareness and legal redressal with reference to Consumer Protection Act.
- Role of consumer organizations and NGOs.

### Part C- Assessment of Project Work:

Topics	Marks
<b>1-Project Work</b>	
a) Relevance of the topic	3
b) Knowledge content /Research Work	3
c) Presentation Technique	3
d) Viva based on project	6
<b>2- Continuous assessment (Unit Test)</b>	5
<b>Total</b>	<b>20</b>

#### Guidelines for Subject having Project Work:

##### 1. The objectives of the project work:

Objectives of project work are to enable learners to:

- ☑ probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XI-XII.
- ☑ analyse and evaluate real world scenarios using theoretical constructs and arguments
- ☑ demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work
- ☑ follow up aspects in which learners have interest
- ☑ develop the communication skills to argue logically

##### 2. Role of the teacher:

The teacher plays a critical role in developing thinking skills of the learners. A teacher should:

- ☑ help each learner select the topic after detailed discussions and deliberations of the topic;
- ☑ play the role of a facilitator to support and monitor the project work of the learner through periodic

discussions;

- ☑ guide the research work in terms of sources for the relevant data;
- ☑ ensure that students must understand the relevance and usage of primary evidence and other sources in their projects and duly acknowledge the same;
- ☑ ensure that the students are able to derive a conclusion from the content; cite the limitations faced during the research and give appropriate references used in doing the research work.
- ☑ educate learner about plagiarism and the importance of quoting the source of the information to ensure authenticity of research work.
- ☑ prepare the learner for the presentation of the project work.
- ☑ arrange a presentation of the project file.

### **3. Steps involved in the conduct of the project:**

Students may work upon the following lines –

1. Choose a Title/Topic
2. Need of the Study, Objective of the Study
3. Hypothesis
4. Content -Timeline, Maps, Mind maps, Pictures, etc
5. Organization of Material/Data
6. Present Material/Data
7. Analyzing the Material/Data for Conclusion
8. Draw the Relevant Conclusion
9. Bibliography

### **4. Expected Checklist for the Project Work:**

- ☑ Introduction of topic/title
- ☑ Identifying the causes, events, consequences and/or remedies
- ☑ Various stakeholders and effect on each of them
- ☑ Advantages and disadvantages of situations or issues identified
- ☑ Short-term and long-term implications of strategies suggested in the course of research
- ☑ Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- ☑ Presentation and writing that is succinct and coherent in project file
- ☑ Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

### **5. Assessment of Project Work:**

- Project Work has broadly the following phases: Synopsis/ Initiation, Data Collection, Data Analysis and Interpretation, Conclusion.
- The aspects of the project work to be covered by students can be assessed during the academic year.

### **6. Suggestive Topics:**

Students are supposed to select one unit out of four and are required to make only **ONE project** from the selected unit. The teacher should play the role of a facilitator and should closely supervise the process of project completion. 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 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the student actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available outside.

**I. ProjectOne:Elements of BusinessEnvironment**

**II. ProjectTwo:Principlesof Management**

**III. ProjectThree:StockExchange**

**IV. ProjectFour:Marketing**

Assessment will be done by internal examiner

**7. Viva-Voce**

☒ In case of any doubt, authenticity should be checked and verified.

At the end of the stipulated term, each learner will present the research work in the Project File to the Internal examiner.

☒ The questions should be asked from the Research Work/ Project File of the learner.

☒ The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.