

LEARNING OUTCOMES

1. NATURE AND PURPOSE OF BUSINESS

The learner will be able to:

- 1.1 Explain the concept of business
- 1.2 Classify human activities into economic and non economic
- 1.3 Distinguish between business, profession and employment
- 1.4 Recognize the objectives of business
- 1.5 Outline the features and causes of business risks.
- 1.6 Explain different types of industries
- 1.7 Identify the meaning of commerce
- 1.8 Compare trade and auxiliaries to trade
- 1.9 Draw out the basic factors for setting up a business

2. FORMS OF BUSINESS ORGANISATION

The learner will be able to:

- 2.1 Identify the features, merits and limitations of sole proprietorship
- 2.2 Explain the features of Hindu Undivided Family business.
- 2.3 Explain the features of partnership
- 2.4 Prepare a model partnership deed
- 2.5 Recognise different type of partners
- 2.6 Explain different types of partnership
- 2.7 Classify different types of co-operative societies
- 2.8 Explain the merits and limitations of co-operative society
- 2.9 Explain the features of a joint stock company
- 2.10 Distinguish different types of companies

3 PRIVATE, PUBLIC AND GLOBAL ENTERPRISES

The learner will be able to:

- 3.1 Classify business organisations into public sector and Private sector.
- 3.2 Explain the concept of mixed Economy.
- 3.3 Compare the features, merits and demerits of different forms of public enterprises.
- 3.4 Evaluate the role of public sector in Indian economy.
- 3.5 Explain the elements of new government policy on public sector.
- 3.6 Identify the major MNCs operating in India.
- 3.7 Explain the features of global enterprises.

- 3.8 Explain the meaning of joint ventures.
- 3.9 Evaluate the benefits of joint ventures.

4. BUSINESS SERVICES

The learner will be able to:

- 4.1 State the characteristics of services
- 4.2 Distinguish services from goods
- 4.3 Classify social, personal and business transactions
- 4.4 Evaluate the value of social services.
- 4.5 Classify the different types of banks
- 4.6 Explain the functions of commercial banks
- 4.7 Compare and contrast e-banking and traditional banking
- 4.9 Carry out the banking transactions
- 4.10 Explain the meaning of insurance
- 4.11 Evaluate the principles of insurance
- 4.12 differentiate life insurance from general insurance
- 4.13 Compare different types of general insurance
- 4.14 Value the various method of communication
- 4.15 Value different types of transportation
- 4.16 Select the most suitable form on a situation
- 4.17 Explain the meaning of warehousing
- 4.18 Categorise different types of warehouses

5. EMERGING MODES OF BUSINESS

The learner will be able to:

- 5.1. Explain the concept of e-business.
- 5.2. Distinguish e-business from traditional business
- 5.3. Identify the scope of e-business
- 5.4. Classify e-Business activities in to B2B, B2C, and C2C etc. from prepared list.
- 5.5. Identify the resources required for e-business.
- 5.6. Evaluate the security concern in doing e-business
- 5.7. Select e-business mode where-ever suitable
- 5.8. Prepare a flow chart of procedure for online transactions
- 5.9. Outline the merits and demerits of e-business
- 5.10. Explain the concept of outsourcing

- 5.11. List core and non-core activities
- 5.12. Explain the importance and concerns of BPO

6. SOCIAL RESPONSIBILITIES OF BUSINESS AND BUSINESS ETHICS

The learner will be able to:

- 6.1. Outline the relevance of fulfilling social responsibility by a business.
- 6.2. Explain the social responsibility of business towards different interest groups.
- 6.3. Identify the Environmental issues connected with business.
- 6.4. Classify various causes of pollution
- 6.5. Explain the concept of business ethics.
- 6.6. Draw out different elements to foster ethics in a business enterprise

7. FORMATION OF COMPANY

The learner will be able to:

- 7.1. explain different stages of formation of a Joint Stock Company
- 7.2. Describe the meaning, and functions of promotion
- 7.3. Recognise the status of the promotion
- 7.4. Explain the Memorandum of Association and Articles of Association
- 7.5. Differentiate Memorandum of Association and Articles of Association
- 7.6. List the steps required for capital subscription

8. SOURCES OF BUSINESS FINANCE

The learner will be able to:

- 8.1. State the need and importance of Business financ
- 8.2. Identify the Fixed Capital and Working Capita
- 8.3. Identify the different sources of Business finance
- 8.4. Evaluate the merits and demerits of various sources of finance
- 8.5. Select the suitable source of finance when it is neede
- 8.6. Identify different International sources of business finance
- 8.7. Explain the various source of Business Finance
- 8.8. Evaluate the impact of various sources of Finance on Business
- 8.9. Choose an appropriate source of Finance for the Business

9. SMALL BUSINESS

The learner will be able to:

- 9.1. Identify the small enterprises

- 9.2. Classify in to manufacturing and services enterprises
- 9.3. Explain different types of small enterprises
 - Manufacturing
 - Services
 - Village industries
 - Cottage industries
- 9.4. Categorise the enterprises in to micro, small and medium on the basis of investment
- 9.5. List various Govt agencies for Administrative set up of small enterprises
- 9.6. Use various Government Supports while setting up of a small business unit
- 9.7. Identify the role of small business in India
- 9.8. Explain the significance of Small Enterprises in rural India
- 9.9. Value the contributions of small business in employment generation and industrial growth
- 9.10. Recognize the problems of small business
- 9.11. Suggest the solutions for the problems of small business

10. INTERNAL TRADE

The learner will be able to:

- 10.1. Explain the term internal trade
- 10.2. Classify the internal trade into wholesale and retail Trade.
- 10.3. Explain the concept of wholesale trade and the functions of wholesalers
- 10.4. Outline the services of wholesalers to producers and retailers
- 10.5. Explain the concept of retail trade and its features and services
- 10.6. Identify the different types of itinerant traders and fixed shop retailers
- 10.7. Outline the features, merits and demerits of Department stores, multiple stores and super markets.
- 10.8. List out the features, merits and demerits of Vending Machines.
- 10.9. Explain the role of Trade and commerce Associations in strengthening the internal trade

11. INTERNATIONAL TRADE- I

The learner will be able to:

- 11.1. Explain the term International Business.
- 11.2. Differentiate International Business and International Trade.
- 11.3. State the reasons for International Business.
- 11.4. Differentiate International Business and Domestic Business.
- 11.5. Describe the scope of International Business.
- 11.6. Draw out the benefits of International Business to the nation and the firm.
- 11.7. Identify different modes of access to International business.
- 11.8. Evaluate the role India plays in international business.

12. INTERNATIONAL BUSINESS- II

The learner will be able to:

- 12.1. Describe the export procedures.
- 12.2. Explain the import procedures.
- 12.3. Explain the promotional schemes related to foreign trade
- 12.4. List out the institutions providing support to foreign trade in India.
- 12.5. Explain objectives and functions of international trade institutions