

# SYLLABUS FOR COMMERCE (BUSINESS STUDIES)

## Part - I

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.
  - (d) Business risks – nature and causes.
  - (e) Role of profit in business
  - (f) A brief outline of the evolution of business activities in India.
  
2. **Social Responsibility of Business and Business Ethics.**
  - (a) Concept of Social responsibility.
  - (b) Case for social responsibility and human rights.
  - (c) Responsibility towards different interest groups: owners/investors, employees, consumers, government, community and public in general.
  - (d) Business and environmental protection.
  - (e) Business ethics: concept and elements.
  
3. **Structure of Business**
  - (a) Classification of Business activities: Industry and commerce
  - (b) Industry and types: primary, Secondary, tertiary
  - (c) Trade and types
  - (d) E-Commerce: Meaning, Opportunities and benefits, resources required for successful e-commerce implementation, security and safety of business transactions.
  - (e) Outsourcing of service: nature need for and types: Financial Services, Advertising, Courier Services, Customer Support Services.
  
4. **Service Sector and Business**
  - (a) Banking, Finance and Insurance.
  - (b) Nature and type of financial services.
  - (c) Types of Banks, Functions of Commercial Banks.
  - (d) Insurance: Principles, types: life and general (fire and marine) and insurance of other risks: health insurance, fidelity insurance.
  - (e) Communication.
  - (f) Postal, Telecom.
  - (g) Recent trends in mode of communication-meaning and uses of fax, Internet and e-mail.
  - (h) Warehousing: types and functions.
  
5. **Forms and Formations of Business Enterprises**
  - (a) Meaning features, merits and limitations of following forms:
    - Sole Proprietorship
    - Joint Hindu Family Business
    - Partnership –partnership deed (main clauses) types of partners and partnership formation, registration
    - Cooperative Societies
    - Company :types of companies – Private, Public and deemed Public, privileges of private company
  - (b) Choice of form of business enterprises.
  - (c) Factors to be considered for starting a business.
  - (d) Scope of setting up small business enterprises.

## Part – II

### 6. Sectoral organization of Business

- (a) Private sector and public sector.
- (b) Forms of organizing public sector enterprises:
  - Departmental Undertaking
  - Statutory Corporation
  - Government Company
- (c) Changing role of Public sector
- (d) Global Enterprises (multinational Companies) : meaning and features.

### 7. CORPORATE ORGANISATION, FINANCE AND TRADE

#### Formation of a company

- (a) Stages in the formation of a company:
  - Promotion
  - Incorporation, and
  - Commencement of business

### 8. Sources of Business Finance

- (a) Nature and significance
- (b) Types of business finance and their uses : Long, medium and short-term
- (c) Sources of Finance – owners funds and borrowed funds
- (d) Meaning and characteristics of the following sources:
  - Equity and preference shares.
  - Debentures/Bonds – types (secured, unsecured; Convertible, non-convertible).
  - Retained profits
  - Public deposits
- (e) International sources: GDRs, ADRs, FDI
- (f) Institutional finance – objectives, types of finance provided by public financial institutions, finance companies, Non-Banking Finance Companies (NBFCs), Investment trusts and mutual funds, Institutional finance for small business (SIDBI).
- (g) Special financial assistance available to industries in rural, backward and hilly areas.

### 9. Internal Trade

- (a) Meaning and types
- (b) Wholesale trade-functions and services
- (c) Retail trade organization, meaning, types, features, merits and limitations.
  - Itinerant and fixed shop.
  - Departmental store, chain store, mail order business, franchise, consumer's cooperative store (including super bazaar)
- (d) Direct marketing, Tele-marketing, Internet marketing.

### 10. External Trade

- (a) Nature and importance
- (b) Means of Export Promotion
- (c) Incentives available
- (d) Export-Import procedure and documentation
- (e) Nature and importance of Export Processing Zones and Economic Zones.