

Curriculum

Business Studies

(Senior Secondary Course)

Rationale

Business is a dynamic process that brings man, money, machine and materials together to produce goods and services that not only fulfills our basic needs but also provides us comfort and makes our lives easier. If we look into the past we realize that the procedures and practices followed in business in those days were completely different from modern days. Today, the use of modern technology in every field of business, whether it is production or distribution, has made the business globally competitive. It is more sensitive and mostly affected by the consumption pattern of the people, government's policies and changes in information and communication technology, better transportation facility, etc. It is more exposed to risk and uncertainties than what it was in past. Therefore, a systematic effort is required to understand, analyze, manage and respond to the changes that affect the functioning of business in the present day society.

Keeping in mind the above, the curriculum in the subject of Business Studies at Senior Secondary level is designed to cater to the needs of the learners of National Institute of Open Schooling (NIOS). It aims at creating an interest and understanding in the area of trade, and its auxiliaries, management, finance, marketing and would enable the learners to acquire the necessary knowledge to enter into the area of self-employment as well as wage employment.

The entire course content of Business Studies is divided into core and optional modules. Learning experiences considered essential for business studies are described in core modules, whereas practice oriented areas have been covered in optional modules. The core modules contain nature and scope of business, business practices in past and the modern trends, forms and formation of business

organisation, management, finance, and marketing. It also covers details about the environment in which business operates and highlights upon consumer protection and entrepreneurship.

The optional modules are designed to impart knowledge in the area of employment. The objective is to make the learners aware about the world of employment so that after gaining knowledge they can either start their own venture or become employed somewhere else to earn their livelihood.

Course Objectives

The basic objectives of teaching Business Studies at senior secondary level are to enable the learners:

- To promote an understanding about different aspects of Business;
- To acquaint with the forms and formation of different types of business organisation;
- To acquire preliminary knowledge about procedures and practices of business being followed in various business transactions;
- To apply the understanding on Business in their day-to-day life;
- To acquaint with some modern techniques used in the field of Business and the effect of Science and Technology in the modern business world;
- To develop some basic knowledge and understanding about the world of work that would prepare them to feel confident to enter into the field of self-employment as well as wage employment;
- To pursue higher studies in the field of Business and allied areas.

Course Structure

The syllabus of Business Studies is divided into seven modules.

	<i>Module Title</i>	<i>Marks</i>	<i>Hours</i>
<i>Core Modules</i>			
i.	Business Around Us	16	45
ii.	Business Organisations	18	45
iii.	Business Management	16	35
iv.	Business Finance	15	35
v.	Marketing	20	45
<i>Optional Modules (Any one)</i>			
vi.	Self-employment in Business	15	35
vii.	Wage employment in Business		
Total		100	240

Course Description

Module: 1

Business Around Us 16 Marks 45 Hours

APPROACH

Business plays a vital role in our lives, not only by providing us various goods and services but also by offering many opportunities to earn our livelihood. This module has been designed to help the learner to identify the scope of business activities and how business has evolved over time.

1.1 Nature and scope of Business

- Economic Activities – Business, Profession and Employment
- Characteristics of Business
- Objectives of Business
- Significance of Business
- Classification of Business Activities

1.2 Support Services to Business

- Meaning and importance of support services
- Types of support services and their nature-
 - Banking
 - Insurance
 - Transport
 - Warehousing
 - Communication

1.3 Business Environment

- Meaning and Importance of Business Environment
- Dimension of Business Environment
- Economic Environment of Business
- Social Environment of Business
- Political and Legal Environment of Business
- Technological Environment of Business
- Demographic Environment of Business
- Recent Developments in Indian Economy
- Concept and Importance of Social Responsibility
- Social Responsibility towards various interest groups
- Business Ethics

1.4 Modern Modes of Business

- E-business,
- E-commerce,
- E-banking,
- E-post,
- Outsourcing of Services.

Module: 2

Business Organisations 18Marks 45Hours

APPROACH

Business can be done by an individual, a small group of persons or collectively by a large number of persons. Even the government also participates in running businesses. So on the basis of ownership different forms of businesses are found in our society. The formation and operation of all these businesses differ according to the ownership of the business. To acquaint the learners with business ownership and formation of different business organisations, this module has been designed.

2.1 Forms of Business Organisation

- Meaning of forms of Business Organisation
- Different forms of Business Organisation: Sole proprietorship, Joint Hindu Family, Partnership, Co-operative Societies – Meaning,

Characteristics, Merits, Limitations, Suitability and Formation

2.2 Company Form of Business Organisation

- Meaning, Characteristics and Types of Joint Stock Company
- Merits, Limitations and Suitability of Joint Stock Company
- Choosing the right form of business organisation.
- Multinational Company - Meaning, Features, Advantages and Limitations

2.3 Formation of Joint Stock Company

- Promotion
- Incorporation
- Subscription of Capital
- Commencement of Business
- Basic company documents

2.4 Public Sector Enterprises

- Concept of Private and Public Sector
- Forms of Public Sector Enterprises- Departmental Undertaking, Public Corporation, Government Company
- Role and Importance of Public Sector Enterprises

2.5 Entrepreneurship

- Meaning and Concept of Entrepreneurship
- Functions of an Entrepreneur
- Difference between Entrepreneur and Promoter
- Qualities of a successful Entrepreneur
- Issues and Problems faced by Entrepreneurs
- Concept of Entrepreneurial Development

Module: 3

Business Management 15 Marks 35 Hours

APPROACH

Success of a business depends on how efficiently it is being managed and run. In today's world, a manager plays a significant role in the survival and growth of business. He/She should be equipped with sound knowledge of management principles and

functions. This module aims at equipping the learners with the fundamental knowledge about how to manage a business.

3.1 Fundamentals of Management

- Concept, Characteristics and Importance of Management
- Nature of management – as a science, as an art, as a process, as a discipline, as a group, as an activity
- Levels of Management
- Principles of Management
- Functions of Management

3.2 Planning and Organising

- Meaning, features and importance of planning
- Steps in Planning
- Meaning and process of Organising
- Organisation Structure

3.3 Staffing

- Staffing- meaning and importance
- Process of staffing
- Recruitment and selection
- Training

3.4 Directing

- Directing- meaning and importance
- Elements of directing- communication, supervision, motivation, leadership

3.5 Co-ordination and Controlling

- Coordination- Meaning, and significance
- Controlling- meaning and nature
- Importance of controlling
- Process of control

Module: 4

Business Finance 15 Marks 35 Hours

APPROACH

Finance is an essential pre-requisite to start and run a business. So it is required to realize the need of finance, amount of financial requirement for a business, from where and how finance it be raised by a business. This module discusses the kinds of requirements of funds by a business and various

alternatives available to obtain those funds.

4.1 Financing of Business

- Meaning of Business Finance
- Importance of Business Finance
- Types of Business Finance- Short term, Medium term and Long term Finance
- Methods of Raising Capital:
 - Short term Capital: Trade Credit, Bank Credit (Loans and Advances, Cash Credit, Overdraft, Discounting of bills), Factoring, Advance from Customers, Installment credit,
 - Long term Capital: Issue of Share, Issue of Debenture, Loans from Financial Institutions, Public Deposits, Retention of Profits, Leasing, FDI, GDR, ADR

4.2 Sources of Long term Finance

- Nature and Importance of Long-term finance
- Sources- Capital market, Special Financial Institutions, Banks, Non-Banking Financial Companies, Mutual Funds, and Retained profits.
- Foreign Sources of Finance- External Borrowings, Foreign Investment, NRI-financing

4.3 Financial Planning

- Meaning and objectives of Financial Planning
- Concept of Capital Structure
- Concept of Capitalization
- Determining Fixed and Working capital requirement
- Dividend and its determinants

4.4 Indian Financial Market

- Meaning of Financial market
- Capital market and Money market
- Primary market and Secondary market
- Stock Exchange– Role and Functions,
- Stock Exchanges in India
- Role of SEBI

Module: 5

Marketing

20 Marks

45 Hours

APPROACH

Business exists to satisfy the wants of consumers. The products should be made available to consumers in the form they like, at the place of their convenience, at a price they are willing to give and it should be attractive to the consumers. Only then can a business survive and be successful. This module has been designed to develop amongst the learners an insight into marketing aspect of business.

5.1 Introduction to Marketing

- Meaning of Marketing
- Importance of marketing
- Marketing vs. Selling
- Objectives of Marketing
- Functions of Marketing

5.2 Marketing-mix

- Concept of Marketing-mix
- Product-meaning, classification
- Pricing- Factors and approaches
- Place- channels of distribution-meaning, types and factors affecting the choice of an appropriate channel
- Promotion – meaning and concept of promotion mix

5.3 Advertising and Salesmanship

- Advertising- meaning, difference between advertising and publicity, objectives, media
- Salesmanship - Meaning, role, qualities of a good salesman
- Sales promotion- meaning, objectives and tools used

5.4 Internal Trade

- Meaning and characteristics of Internal trade
- Types of middlemen and their role- Wholesaler; Retailer
- Large Scale retail stores
- Recent trends in distribution- Direct marketing, Tele-marketing, Internet marketing

5.5 External Trade

- Meaning, importance and types
- Difficulties faced in external trade
- Export trade procedure
- Import trade procedure
- Export promotion measures

5.6 Consumer Protection

- Meaning of consumer
- Consumer protection-meaning and importance
- Rights and responsibilities of Consumers
- Mechanism for Consumer Protection

Optional Modules: (Choose any one of the following)

Module: 6

**Self-employment in Business 15 Marks
35 Hours**

APPROACH

Today we have a variety of opportunities to start our own business. These businesses may be in the form of small manufacturing unit, or trading unit. Small businesses offer a great opportunity for self-employment in villages, towns and cities. Besides this, we can also provide various services to the people regularly and thereby become self-employed. The present module aims at developing amongst the learners an understanding of self-employment, how to set up a small business and how to provide various agency services to the people.

6.1 Self-employment

- Meaning and importance of self-employment
- Characteristics of self-employment
- Avenues for self employment-, manufacturing, trading, providing services
- Meaning and characteristics Small Business
- Importance and scope of Small Business in India

- Government's policies towards small Business in India
- Institutional Support to small Business in India

6.2 Setting up a Small Business

- Identifying entrepreneurial opportunity
- Preparing Plan of Action
- Deciding the nature and forms of business
- Location of Business
- Arrangement of Resources
- Legal formalities

6.3 Agency services

- Concepts of Agent and Agency
- Characteristics of agency services
- Importance of Agency services
- Duties and Rights of an agent
- Liabilities of an agent
- Qualities of a successful agent
- Types of Agency services- Financial and Commercial

6.4 Commercial Agency services

- Types of commercial agency services - Commission agency, Clearing and Forwarding agency, Advertising agency, Packing agency, Courier service, Travel and Tour agency, Placement agency, Packers and Movers, Property agency

Module: 7

**Wage employment in Business 15 Marks
35 Hours**

APPROACH

Business generates employment opportunities in the form of wage employment in government as well as private sector. Equipped with certain skills we can avail of various opportunities in offices as well in technical fields. The present module has been designed to acquaint the learners with various choices for wage employment and the competencies required to enter into those fields. It also provides various sources information about the avenues of wage employment.

7.1 Wage employment

- Meaning and characteristics of wage employment
- Importance of wage employment
- Types of wage employment- technical and ministerial
- Avenues of wage employment

7.2 Office Set Up

- Meaning of office
- Objectives and functions of an office
- Office set up and Organisation

7.3 Major Office Activities

- Handling mails
- Filing and indexing
- Handling office equipments

7.4 Getting Ready for Employment

- Various sources
 - Employment exchange- meaning, procedure of registration, types of job offered
 - Placement agencies- meaning, concept, jobs offered
 - Advertising media- print and electronic- types of job offered
- Getting ready for employment- preparing bio-data, preparing for employment test, preparing for interview.

at study centers will evaluate the TMA and the awards of TMA will be reflected on the mark sheets separately. The marks of TMA will not be considered for inclusion in overall grading in external examination.



Scheme of Evaluation

The learners will be evaluated through Public examination as well as Continuous and Comprehensive Evaluation in the form of Tutor Marked Assignments (TMAs).

Examination	Marks	Duration	Paper
Public Exam.	100	3 Hours	One
TMA-I	25	Self-paced	Three
TMA-II	25	Self-paced	
TMA-III	25	Self-paced	

TMA will be treated as a learning tool only i.e., to help the learners to know their progress and prepare well for the public examination. The subject teachers