

Business Studies(319)
Bifurcation of Syllabus

TMA(40% of Syllabus)		Public Examination(60% of syllabus)
Module Name	12 lessons	Total Lesson - 14
1. Business Around Us (4 lessons)	L-1 Nature and scope of Business L-2 Business Support Services	L-3 Business Environment L-4 Modern Modes of Business
2. Business Organization (3 lessons)	L-5 Forms of Business Organization	L-6 Company Forms of Business Organization L-7 Public Sector Enterprises
3. Preparing for Employment (2 lessons)	L-8 Self Employment	L-9 Getting Ready for Wage Employment
4. Business Management : Nature and Scope (1 lesson)		L-10 Fundamentals of Management
5. Functions of Management (4 lessons)	L-12 Staffing L-14 Co-ordination and Controlling	L-11 Planning and Organizing L-13 Directing
6. Business Finance (4 lessons)	L-15 Financing of Business L-16 Sources of Long Term Finance	L-17 Financial Management L-18 Indian Financial Market
7. Marketing Management (3 lessons)	L-21 Advertising and Salesmanship	L-19 Introduction to Marketing L-20 Marketing Mix
8. Trade and Consumer Protection (3 lessons)	L-22 Internal Trade	L-23 External Trade L-24 Consumer Protection