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
4.18 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.