

West Bengal Council of Higher Secondary Education

SUBJECT: BUSINESS STUDIES (BSTD)

CLASS – XI

SEMESTER – I

FULL MARKS: 40

UNIT	TOPICS	HRS	MARKS
Unit 1	<p>Nature and Purpose of Business:</p> <ul style="list-style-type: none"> History of Trade and Commerce in India: Indigenous Banking System, Rise of Intermediaries, Transport, Trading Communities: Position of Indian Sub- Continent in the World Economy. Concept and characteristics of business. Business, Profession and Employment – Distinctive Features and Scope. Objectives of Business – Economic and Social, Role of Profit in Business. Classification of Business Activities: Industry and Commerce. Industry – Types: Primary, Secondary and Tertiary. Commerce – Trade: Types (Internal, External/ Foreign, Wholesale and Retail) and Auxiliaries to Trade: Banking, Insurance, Transportation, Warehousing, Communication and Advertising. <p>Business risks – Nature and Causes.</p>	20	8
Unit 2	<p>Forms of Business Organisation:</p> <ul style="list-style-type: none"> Sole proprietorship: Meaning, Features, Merits and Limitations. Partnership: Meaning, Features, Merits and Limitations, Types of Partnership and Types of Partners, Registration of a Partnership Firm, Partnership Deed. Limited Liability Partnership Cooperative Societies: Features, Types, Merits and Limitations. Company: Private Company, Public Limited Company – Features, Merits and Limitations. Stages in the Organisation of a company Starting a Business: Basic factors/ steps. <p>Choice of form of Business Organisation.</p>	26	10
Unit 3	<p>Public, Private and Global Enterprises:</p> <ul style="list-style-type: none"> Private Sector and Public Sector Enterprises: Concept. Forms of Public Sector Enterprises: Departmental Undertakings, Statutory Corporations, Government Companies (Features, Merits and Limitations). <p>Global Enterprises, Joint Ventures, Public-Private Partnership: Features.</p>	20	6
Unit 4	<p>Business Services:</p> <ul style="list-style-type: none"> Banking: Types of Bank Accounts – Savings, Current, Recurring, Fixed Deposit Accounts. Banking services with particular reference to – Issue of Bank Draft, Banker's Cheque (Pay Order), RTGS (Real Time Gross Settlement), NEFT (National Electronic Funds Transfer), Bank Overdraft, Cash Credits, E-Banking. Insurance: Principles, Concept of Life, Health, Fire and Marine insurance. 	20	10

	Postal and Telecom Services: Mail (UCP, Registered Post, Parcel, Speed Post and Courier).		
Unit 5	<p>Emerging Modes of Business:</p> <p>❑ E-Business – Scope and benefits, Resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions.</p> <p>Outsourcing - Concept, Need, and Scope of BPO (Business Process Outsourcing) and KPO (Knowledge Process Outsourcing).</p>	14	6
	Total	100	40

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