

**GOPALAN PRE UNIVERSITY COLLEGE (AS752)**  
**SUBJECT & CODE: BUSINESS STUDIES(27)**

S.NO	TOPIC AND CONTENT	NO.OF HOURS
1	<b>I-Nature &amp; Purpose of business</b> <ul style="list-style-type: none"> <li>• Concept and characteristics of business.</li> <li>• Business, profession and employment – distinctive features.</li> <li>• Objectives of business – economic and social, role of profit in business.</li> <li>• Classification of business activities: Industry and Commerce.</li> <li>• Industry – types: primary, secondary, tertiary.</li> </ul>	5
2	<b>II- Forms of Business Organizations</b> <ul style="list-style-type: none"> <li>• Sole Proprietorship; Joint Hindu Family Business – meaning, features, merits and limitations.</li> <li>• Partnership – meaning, types, registration, merits, limitations, types of partners.</li> <li>• Cooperative Societies – types, merits and limitations.</li> <li>• Company: Private Ltd., Public Ltd – merits, limitations.</li> <li>• Choice of form of business organizations.</li> <li>• Starting a business – Basic factors.</li> </ul>	17
3	<b>VII-Formation of a Company</b> Stages in the formation of a company: <ul style="list-style-type: none"> <li>• Promotion,</li> <li>• Incorporation, and</li> <li>• Commencement of business.</li> </ul>	8

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4	<b>III-Private, Public and Global Enterprises</b> Private Sector and Public Sector. • Forms of Organizing public sector enterprises: – Departmental Undertaking – Statutory Corporation – Government Company • Changing role of public sector. • Global Enterprises (Multinational Companies): meaning and features, • Joint ventures — meaning, benefits	10
5	<b>IV-Business Services</b> Nature and types of Business services — Banking, Insurance, Transportation, Warehousing, Communication. • Banking — types of Banks, Functions of Commercial banks, E-banking. Insurance: principles, types: life, fire and marine. • Postal and Telecom services. • Warehousing: types and functions.	10
6	<b>V-Emerging Modes of Business</b> • E-Business — Meaning, scope and benefits, Resources required for successful e-business implementation, On-line transactions payment mechanism, security and safety of business transactions. • Outsourcing — concept, need and scope.	8

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7	<b>VI- Social Responsibility of Business and Business Ethics</b> <ul style="list-style-type: none"> <li>• Concept of social responsibility;</li> <li>• Case for social responsibility;</li> <li>• Responsibility towards different interest groups: owners, investors, employees, consumers, government, community and public in general;</li> <li>• Business and environmental protection;</li> <li>• Business ethics: concept and elements</li> </ul>	7
8	<b>VIII-Sources of Business Finance</b> Nature and significance <ul style="list-style-type: none"> <li>• Financial requirements and sources: owners funds and borrowed funds</li> <li>• Methods of raising Finance:               <ul style="list-style-type: none"> <li>– Equity and Preference shares</li> <li>– Debentures and Bonds</li> <li>– Retained profits</li> <li>– Public deposits</li> <li>– Loan from Commercial Banks</li> <li>– Loan from Financial Institution</li> <li>– Trade Credit</li> <li>– Discounting of Bills of Exchange</li> <li>– Global Depository Receipt, American Depository Receipt</li> </ul> </li> </ul>	18
9	<b>XI-Small Business</b> Small Scale Industry; Tiny Sector; cottage and rural industry; <ul style="list-style-type: none"> <li>• Role of small business in rural India</li> <li>• Problems of small business in India.</li> <li>• Govt Assistance and Special Schemes for Industries in rural, backward and hilly areas</li> </ul>	9

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10	<b>X-Internal Trade</b> Meaning and types of internal trade: wholesale and retail; <ul style="list-style-type: none"> <li>• Services of a wholesaler and a retailer.</li> <li>• Types of Retail Trade: <ul style="list-style-type: none"> <li>– Itinerant retailers and fixed shops.</li> <li>– Departmental store, super market, malls, chain store, mail order business, consumer's cooperative store, – Automatic Vending Machine</li> </ul> </li> </ul>	13
11	<b>XI &amp; XII-International Business</b> Nature, Importance, scope and complexities involved in International Business; <ul style="list-style-type: none"> <li>• Basic information about ways of entering into International Business;</li> <li>• Contract manufacturing; licensing; franchising; Joint ventures and Setting up Wholly Owned Subsidiaries;</li> <li>• Export-Import procedures and Documentation;</li> <li>• Foreign Trade Promotion: Organizational Support and Incentives; Nature and Importance of Export Processing Zone/Special Economic Zones;</li> <li>• International Trade Institutions and Agreement: WTO, UNCTAD, World Bank/IMF.</li> </ul>	18