

STATE COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING

TNCF 2017 - DRAFT SYLLABUS

Subject :Commerce

Class : XI

TOPICS	CONTENTS
Unit 1 : Fundamental of Business	Concept of business; Characteristics of business activities; Comparison of business, profession and employment; Classification of business activities; Industry- primary secondary and tertiary; Historical Background of Commerce and trade, in the sub continent - Hindrances to Commerce and trade; Auxiliary Activities in Commerce-transport,communication, banking, insurance, warehousing, advertising; Objectives of business-multiple objectives; Business risks-nature, causes; Factors to be considered in starting a business
Unit 2 : Forms of Business Organization	Introduction; Forms of business organization; Government institutions: (Meaning, Definitions, Features, Merits and Demerits of each and every form of governments organization)
Unit 3 : Service Businesses - I	Banking - Meaning; Types of Banks - Commercial banks, industrial banks, Agricultural banks, Co-operative banks, Foreign banks, Regional Rural Banks and Local Area Banks; Reserve Bank of India and its functions; Functions of Commercial banks - Accepting deposits, Advancing loans, Agency services and General utility services and diversified banking services; Electronic banking - NEFT,

	<p>RTGS, ECS, Core Banking, ATM, Debit card, Credit card and Smart card – features, merits and drawbacks of the above said each form of electronic banking; WAREHOUSING –Meaning; Types of warehouses; Functions of warehouse; Advantages and drawbacks; documents used in warehousing; Central and state warehousing corporation; TRANSPORT - Meaning; Types of Transport; Services of Transport to business; Document used in transport; Common carrier;</p> <p>INSURANCE –Meaning; Principles of Insurance; Types of Insurance; Life insurance, Non-life insurance – Health, fire, Marine and Motor vehicle; Types of life, fire and marine insurance policy; IRDA a brief exposure</p>
<p>Unit 4 : Service Businesses - II</p>	<p>FRANCHISING – Meaning; FACTORING – Meaning; Types; LOGISTICS - Meaning of Logistics; OUTSOURCING – Meaning; Features of outsourcing; Core and Non- core activities; Benefits of Outsourcing; BPO and KPO</p>
<p>Unit : 5 Social Responsibilities and Ethics of Business</p>	<p>Concept of social responsibility; Need for social responsibility; Arguments for and against social responsibilities; Kinds of social responsibilities; Social responsibilities towards different group; Business and environment protection; Causes of pollution air, water, Land; Need for pollution control; Business Ethics; Introduction; Concepts of business ethics; Elements of business ethics; Code of business ethics</p>

<p>Unit 6 : Business Finance</p>	<p>Meaning of Business Finance; Nature and Significance; Sources; International Finance – international capital market, GDR, ADR, FCCBs; Factors affecting the choice of sources of finance; Micro, Small and Medium enterprises – their importance to the economy; Self Help Group; Savings – importance to the economy - personal investments</p>
<p>Unit 7 : Trade</p>	<p>Meaning; Features; Types of trade; Channels of distribution; Types of middlemen; Whole sale trade; Retail Trade - Meaning - Characteristics- Functions; services rendered by retailers- To manufacturers and wholesalers- To consumers- To Government; Types; Fixed shop small retailers; Fixed shop large scale retailers; Chamber of Commerce- FICCI, ASSOCHAM</p>
<p>Unit 8 : International Business</p>	<p>Definition; Nature; Difference between home trade and international trade; Types of international trade; Import trade, Export trade, Entrepot trade; Advantages of international trade; Disadvantages of international trade; Exports - intermediaries in export trade – and export procedures; Imports – intermediaries in import trade and import procedures; Entrepot Trade – Documents used in Foreign trade; WTO – Meaning, Objectives, functions; IBRD, IMF, SAARC; Balance of payments; Balance of Trade</p>
<p>Unit 9 : Indian Contract Act</p>	<p>Meaning – Definition; Essentials elements of a valid contract; Classification of contract; Performance of contract; Discharge of contract; Remedies for breach</p>

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Class : XII

TOPICS	CONTENTS
Unit 1 : Basics of Management	Meaning and Definition; Characteristics of management; Objectives of management; Importance of management; Management and administration; Level of management; Functions of management; Principles of management; Management by Objective (MBO) and Management by Exception (MBE).
Unit 2: Financial Market – I	FINANCIAL MARKET; CAPITAL MARKET; MONEY MARKET
Unit 3 : Financial Market – II	Stock Exchange; Meaning; Definition; Functions; Features; Distinction between stock exchange and commodity exchange; Recent development in stock exchange; SEBI
Unit 4 : Human Resource Management	Introduction; significance of Human resource; Definition of Human Resource Management; Features of Human Resource Management; Functions of Human resource Management; Recruitment – process; Sources of recruitment (Internal and External); Recent trends in recruitment; .Selection- Application - Selection tests - Conducting interviews -

	Physical distribution - final selection - appointment orders; Placement, Process of placement, Purpose of training, Training methods
Unit 5: Marketing	MARKET; MARKETER; MARKETING; MARKETING MIX; RECENT TRENDS IN MARKETING
Unit 6: Consumer Protection	Growth of Consumer movement - COPRA 1986; Consumer protection significance; Consumer – meaning; Caveat emptor and Consumers sovereignty – concepts; Who can file a complaint 6.6 Consumer rights; Redressal machinery – 3 tier courts; Consumer councils; Consumer organizations – voluntary; Consumer Awareness – Pro-action
Unit 7 : Business Environment	Meaning of Business Environment; Importance; Micro, Meso, Macro Environment; Internal Environment; External Environment; Legal Environment; Political Environment; Economic Environment; Social and Cultural Environment; Technological Environment; Ecological Environment; Global Environment; Future environment of business – Volatile, Uncertain, Complex and Ambiguous; Concept of Corporate governance; GST a brief exposure
Unit 8 : Sale of Goods Act 1930 and Negotiable Instruments Act	Contract of sale; Sale and agreement to sell; Types of goods; Transfer of ownership; Conditions and warranties; Rights of unpaid seller; Negotiable Instruments

<p>Unit 9 : Entrepreneurship Development</p>	<p>Entrepreneurship – Meaning; Entrepreneur – Meaning, Definition; Intrapreneur and Manager - a comparison; Types of Entrepreneurs – Innovative, Imitative, Fabian, Drone, Nascent, Novice, Habitual, Serial, Portfolio, Business, Trading, Industrial, Corporate, Agricultural, Technical, Non-technical, Professional, Spontaneous, Induced, Motivated; Women Entrepreneurs and their problems; Entrepreneurial Functions – Promotional functions, managerial functions, Commercial functions; Entrepreneur Characteristics; Importance of Entrepreneurship; Government schemes for entrepreneurs – Entrepreneurship Development Programmes (EDP); Institutions involved in Entrepreneurial Development.</p>
<p>Unit 10 : Company law and Secretarial Practice</p>	<p>Companies Act 2013- Introduction; Formation of Company; Public documents-Memorandum, Articles and Prospectus; Shares and Debentures -types; Company management- Directors-Qualification-Disqualification-Power, Managing Director –meaning and remuneration; Company Secretary- meaning, Functions; company meeting –types-Resolution- types –polling methods</p>