

Bifurcation of Syllabus in Business Studies – 319 (New Course)

Total no. of Lessons = 23

MODULE	TMA (40%)	Public Examination (60%)
	(9 lessons)	(14 Lesson)
1. Introduction to Business (5 lessons)	L-1 Nature and scope of Business L-2. Support services L-4. Forms of Business	L-3. Business Environment L-5. Company Form of Business
2. Business Management and its Functions (4 lessons)	L-6 Fundamentals of Management	L-7. Planning and Organising L-8. Staffing and Directing L-9. Co-ordination and Controlling
3. Business Finance (4 lessons)	L-11. Short Term Sources of Finance	L-10 Financial Planning and Management L-12. Long Term Sources of Finance L-13. Financial Markets
4. Marketing(4 lessons)	L-14 Introduction to Marketing L-17. Consumer Protection	L-15. Marketing Mix L-16. Advertising and Salesmanship
5. Trade (2 lessons)		L-18 Internal Trade L-19. External Trade
6. Avenues in Business and Employment (4 lessons)	L-21. Job Employment L-22. Skill Development	L-23. Modern Modes of Business L-20 Self-Employment