

(I) ELEMENTS OF BUSINESS (CODE NO. 154)

(2018-19)

Objective:

The objective of this paper is to provide elementary knowledge of the different aspects of business.

CLASS-IX

Marks: 100

3 Hours

Theory: 70 Marks

Practical/ Project: 30 Marks

Unit		Marks
I	Fundamentals of Business Activities	20
II	Operative Activities in Business	20
III	Steps Involved in Establishing Business	15
IV	Fundamental Areas of Business	15
	Practical / Project	30
	Total	100

UNIT – I: Fundamentals of Business Activities

- Characteristics of Business Activities
- Business as an Activity – How it is different from
 - Profession
 - Employment
- Business includes vocation – characteristics of vocational activities
- Business as an economic activity
 - Profit orientation
- Factors affecting business
 - Economic
 - Social
 - Political

UNIT – II: Operative Activities in Business

- Industries – concept
- Commerce – concept
- Industries
 - Characteristics
 - Types & Nature
 - Manufacturing
 - Capital Intensive
 - Labour Intensive
- Commerce
 - Banking
 - Insurance
 - Transportation
 - E-Commerce
 - M-Commerce
 - Trade
 - Other Services

UNIT – III: Steps Involved in Establishing Business

- Nature & forms of Business Organization
- Sole Proprietorship
- Partnership

UNIT – IV: Fundamental Areas of Business

- Production
- Finance
- Marketing
- Human Resources

GUIDELINES FOR PRACTICAL

Project/ chart should be brief and should be of 20-30 pages, preferably handwritten.

The project will be evaluated on the following parameters:

- Prepare a chart / Project on any one topic from syllabus (20 Marks)
- Viva (10 Marks)

Study Material:

Study Material for Syllabus of Elements of Business (0154) class IX is available on CBSE website.

ELEMENTS OF BUSINESS (154)
CLASS-X (2018-19)

100 Marks

3 Hours

Theory: 70 Marks

Practical/ Project: 30 Marks

Unit		Marks
I	Company	10
II	Sources of Business Finance	10
III	Communication in Business Organisations	15
IV	Selling and Distribution	15
V	Large Scale Retail Trade	10
VI	Selling	10
	Practical / Project	30
	Total	100

	Contents
I	Company Private and Public company: meaning and Features. Multinational companies: meaning and features
II	Sources of Business Finance Sole proprietor, partnership firm: sources Company: Owners funds and borrowed funds
III	Communication in Business Organisations Meaning and methods: letter, e-mail, video conferencing, telephonic conversation
IV	Selling and Distribution (a) Concept of purchase and sale (b) Types - Cash, Credit, Hire Purchase System and Installment Payment System (c) Documents used in the process of purchase and sale - quotation, invoice, debit note, credit note, accounts sales, delivery note.
V	Large scale Retail Trade (a) Forms of large scale retail trade - Departmental Store and Multiple shops (b) Non-store retailing- Mail order business, tele-shopping, automated vending machines, selling through internet.
VI	Selling (a) Personal Selling - meaning and importance (b) Sales promotion - meaning and techniques (c) Advertising - meaning, importance and media of advertising

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- Viva **(10 Marks)**