



- ❖ Starting a business– Basic factors.

### **Unit-III : Private, Public and Global Enterprises**

- ❖ Private Sector and Public Sector.
- ❖ Forms of Organising 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.

### **Unit-IV : Business Services**

- ❖ 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.

### **Unit-V : Emerging Modes of Business**

- ❖ 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.

### **Unit-VI : Social Responsibility of Business and Business Ethics**

- ❖ Concept of social responsibility;
- ❖ Case for social responsibility;
- ❖ Responsibility towards different interest groups: owners, investors, employees, consumers, government, community and public in general;
- ❖ Business and environmental protection;
- ❖ Business ethics : concept and elements.

## **Part-B : CORPORATE ORGANISATION, FINANCE AND TRADE**

### **Unit-VII : Formation of a Company**

Stages in the formation of a company :

- ❖ Promotion,
- ❖ Incorporation, and
- ❖ Commencement of business.

### **Unit-VIII : Sources of Business Finance**

- ❖ Nature and significance
- ❖ Financial requirements and sources: owners funds and borrowed funds
- ❖ Methods of raising Finance :



- Equity and Preference shares
- Debentures and Bonds
- Retained profits
- Public deposits
- Loan from Commercial Banks
- Loan from Financial Institution
- Trade Credit
- Discounting of Bills of Exchange
- Global Depository Receipt, American Depository Receipt

**Unit-IX : Small Business**

- ❖ Small Scale industry; Tiny Sector; cottage and rural industry;
- ❖ Role of small business in rural India;
- ❖ Problems of small business in India.
- ❖ Government Assistance and Special Schemes for Industries in rural, backward and hilly areas.

**Unit-X : Internal Trade**

- ❖ Meaning and types of internal trade: wholesale and retail;
- ❖ Services of a wholesaler and a retailer.
- ❖ Types of Retail Trade:
  - Itinerant retailers and fixed shops.
  - Departmental store, super market, malls, chain store, mail order business, consumer's cooperative store
  - Automatic Vending Machine
- ❖ Role of Chambers of Commerce and Industry in promotion of internal trade.

**Unit-XI : International Business**

- ❖ Nature, Importance, scope and complexities involved in International Business;
- ❖ Basic information about ways of entering into International Business;
- ❖ Contract manufacturing; licensing; franchising; Joint ventures and Setting up Wholly Owned Subsidiaries;
- ❖ Export-Import procedures and Documentation;
- ❖ Foreign Trade Promotion: Organisational Support and Incentives; Nature and Importance of Export Processing Zone/Special Economic Zones;
- ❖ International Trade Institutions and Agreement: WTO, UNCTAD, World Bank/IMF

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