

COURSE DESCRIPTION			
Program	Commercial Practice		
Course Title	Fundamentals of Business		
Course Code	1141	Semester	I
Type of Course	Theory	Contact Hours	60
Teaching Scheme (L: T:P:R)	3:1:0:0	Credits	4
CIE Marks	40	ESE Marks	60

Introduction

Fundamentals of Business introduces students to various forms of business organization, including joint stock companies, and covers key areas such as internal and international trade, along with emerging business trends, to help them understand real-world business practices and decision-making.

Course Objectives

1	To develop an understanding of the fundamental nature and scope of business activities
2	To provide knowledge about the nature and formation of joint stock company
3	To provide knowledge of trade, industry, banking, insurance, and transport
4	To develop awareness about the business environment

Course Pre-requisite

Topic	Course code	Course Title	Semester
Basic understanding of social and economic activities in society			Secondary Education

Course Outcome

CO	Course Outcome	Blooms Taxonomy Level
CO1	Explain the nature of business and identify the forms of business organizations.	Understand
CO2	Describe the stages in the formation of a joint stock company.	Understand
CO3	Compare internal and international trade.	Understand
CO4	Interpret emerging trends in business.	Understand

CO-PO mapping

COURSE ARTICULATION MATRIX											
Course Outcomes	PROGRAM OUTCOMES										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	-	-	-	1	-	-	1	-	-
CO2	2	2	1	-	-	-	1	-	1	-	-
CO3	1	2	1	-	-	2	-	-	1	-	-
CO4	1	1	-	-	1	2	-	-	2	1	2
Total	6	6	2	-	1	5	1	-	5	1	2
Correlation Level	1.5	1.5	1	-	1	1.67	1	-	1.25	1	2

Legends: 1 - Low; 2 - Medium; 3 - High; No Correlation - "-"

Teaching and Assessment Scheme

Teaching Scheme/Week				Self-learning (SS)/Week	Total Hours/Semester	Credits C	Examination Scheme					
							Theory			Practical		
L	T	P	S				CIE	ESE	Total	CIE	ESE	Total
3	1	0	0	5.5	60	4	40	60	100	0	0	0

L: Lecture (One unit is of one-hour duration with one credit), T: Tutorial (One unit is of one-hour duration with one credit), P: Practical (One unit is of one-hour duration with 0.5 credit), S: Project (One unit is of one-hour duration with 0.5 credit) SS: Self-Learning, CIE: Continuous Internal Evaluation, ESE: End Semester Examination

Syllabus - Major Topics

Module	Title	Major Topics	Instructional Hours	
			L	T
Module I	Nature and forms of business organizations.	<ul style="list-style-type: none"> • Explain the concept of business • Identify various forms of business organization. • Explain sole proprietorship • Explain Partnership, LLP and Co-operative Society. 	9	3
Module II	Formation of a joint stock company.	<ul style="list-style-type: none"> • Explain Joint Stock Company • Explain one person company • Identify stages in the formation of a company • Comparison of various forms of business organizations 	12	4
Module III	Domestic and international trade.	<ul style="list-style-type: none"> • Explain wholesale trade. • Explain retail trade. • Explain international business or external trade. • Identify the procedure involved in international business. 	12	4
Module IV	Emerging trends in business.	<ul style="list-style-type: none"> • Explain network marketing • Explain franchising • Identify Business Process Outsourcing and Knowledge Process Outsourcing • Identify digital economy, E-Commerce, M Commerce and business incubators 	12	4

Detailed Syllabus

Subtopic	Student Learning Outcome	Mode of delivery (L/T)	Mapped CO	Taxonomy Level	Instructional Hours
Module I					
Concept of Business	Define Industry and Commerce	L	CO1	Remember	1
Concept of Business	List out the business activities and functions of commerce.	L	CO1	Remember	2
Concept of Business	Describe the classification of commerce and identify how commerce support industry	T	CO1	Understand	1
Forms of Business organizations	Describe sole proprietorship and its features.	L	CO1	Understand	1
Forms of Business organizations	Explain partnership and its features.	L	CO1	Understand	2
Forms of Business organizations	Compare sole proprietorship and partnership and list the advantages and disadvantages of both.	T	CO1	Remember	1
Forms of Business organizations	Discuss the meaning and features of Limited Liability Partnership (LLP).	L	CO1	Understand	1
Forms of Business organizations	List the advantages and disadvantages of LLP.	L	CO1	Remember	1
Forms of Business organizations	Discuss the meaning and features of a co-operative society.	L	CO1	Understand	1
Forms of Business organizations	Identify the advantages and disadvantages of a co-operative society.	T	CO1	Remember	1
Module II					
Company	Discuss the meaning of a company and its features.	L	CO2	Understand	2
Company	List out the advantages and limitations of a company.	L	CO2	Remember	1
Types of Companies	Describe the meaning and features of private and public companies.	T	CO2	Understand	1
Types of Companies	Describe the meaning and features of a One Person Company (OPC).	L	CO2	Understand	1
Formation of companies	Discuss Formation and stages of incorporation of Joint Stock Company	L	CO2	Understand	2
Formation of companies	Discuss Documents used in the formation of a company	T	CO2	Understand	1
Formation of companies	Describe Memorandum of Associations - its Clauses	L	CO2	Understand	2

Formation of companies	Describe Articles of Association and its contents.	L	CO2	Understand	2
Formation of companies	Discuss certificate of incorporation	L	CO2	Understand	2
Formation of companies	Explain promoter and functions of a promoter	T	CO2	Understand	2
Module III					
Trade	Define trade and identify types of trade- Internal and External	L	CO3	Remember	1
Internal Trade	Discuss the types of internal trade- wholesale and retail trade	L	CO3	Understand	2
Wholesalers	Explain the features of wholesale trade	T	CO3	Understand	1
Wholesalers	Discuss services provided by wholesalers	L	CO3	Understand	1
Retailers	Describe the types of retailers - itinerant retailers and fixed shop retailers.	L	CO3	Understand	2
Retailers	List the features of itinerant retailers and fixed shop retailers.	T	CO3	Remember	1
International trade	Discuss types of international trade.	L	CO3	Understand	2
International trade	Differentiate between internal and external trade.	L	CO3	Understand	1
International trade	Discuss the benefits of external trade.	T	CO3	Understand	1
Export-Import Procedures	Describe the export and import procedure.	L	CO3	Understand	1
Export-Import Procedures	List the documents used in export and import.	L	CO3	Remember	2
Global trade Regulation by WTO	State the meaning and functions of World Trade Organization	T	CO3	Understand	2
Module IV					
Emerging Trends in Business	Describe emerging trends in Business	L	CO4	Understand	2
FinTech and Digital payment	Define fintech and identify the meaning and modes of digital payments- UPI payment, mobile wallets, online banking	L	CO4	Remember	1
Contemporary E-Commerce & M Commerce	Discuss modern e-commerce m-commerce practices such as Social Commerce, AI-Based Personalisation & Omnichannel Retail	T	CO4	Understand	1
Platform Economy and Gig Business	Discuss Platform cooperation connecting buyers, sellers and intermediaries & Gig work opportunities and challenges	L	CO4	Understand	2
Cloud Computing and Digital Transformation	Identify cloud technology and its support in digital transformation in organizations	L	CO4	Remember	1
Artificial Intelligence (AI) and Automation	Identify applications of AI in business decision-making and automation processes	T	CO4	Remember	1
Sustainable development and green business practices	Discuss the sustainable & green business practices, eco-friendly production, renewable energy, CSR	L	CO4	Understand	3
Sustainable development and green business practices	Identify impact of Sustainable development and green business practices on business performance and society	T	CO4	Remember	1
Incubators and Incubation services.	Identify the meaning and definition of Business Incubators and its types	L	CO4	Remember	3
Incubators and Incubation services.	Explain Incubation services and support facilities	T	CO4	Understand	1

Suggested Student Activities for Self-Learning

Week	Self-Learning description	Hours
Module I		
1	Write the type of business you want to start, choose the suitable form of organisation and the reasons for the choice	5.5
2	Ask questions to small business owners and collect information about how their business operates.	5.5
3	Find one news article related to Co-operative society/Start-ups/ LLP/ Company	5.5
Module II		

4	Read the topic on Joint Stock Company and write a short summary in your own words.	5.5
5	Watch an educational video on company formation and write a short summary of key points learned.	5.5
6	Prepare a list of 10 Private Limited companies, 10 Public Limited companies, 5 Government companies in India, and 5 foreign companies operating in India.	5.5
7	Prepare a list of 20 entrepreneurs from Kerala along with the names of their enterprises.	5.5
Module III		
8	Interview a wholesaler and summarize the key business practices followed.	5.5
9	Visit a nearby retail store and list the type of products or services provided to customers.	5.5
10	Research major countries involved in international trade and write a report of your findings.	5.5
11	Collect news articles related to international trade and summarize the key points.	5.5
Module IV		
12	Observe and list any 3 digital payment methods used in your family and note the benefits.	5.5
13	Identify a small business selling through platforms like Instagram or WhatsApp and note their product type, promotion and customer interaction	5.5
14	Identify any gig platform (food delivery, freelance, ride-sharing) operating in your locality and report the benefits and challenges	5.5
15	Identify at least 3 eco-friendly practices at home or nearby business (e.g., reducing plastic, saving electricity, reuse products) and suggest one improvement idea	5.5
Total Self-Learning hours		82.5

Learning Resources

TEXT BOOK			
Sl. No.	Title	Author	Publication
1	Business Studies - SCERT Text book.		SCERT
2	Business Studies - NCERT Text book.		NCERT

REFERENCE			
Sl. No.	Title	Author	Publication
1	Fundamentals of Business	Stephen J. Skripak	Virginia Tech, Open Textbook
2	Business Fundamentals	Kerri Shields	Open Textbook

WEB RESOURCES		
Sl. No.	URL	Modules Covered
1	https://ncert.nic.in/textbook.php?kebs1=0-11	All

Assessment Methodology - Theory

Mode	Attendance	CA1	CA2	CA3	CA4	CA5	CA6	ESE
		Self-learning activities (Module 1)	Self-learning activities (Module 2)	Self-learning activities (Module 3)	Self-learning activities (Module 4)	Series Exam (2 modules)	Series Exam (2 modules)	Written Exam (theory)
Duration						2 hours	2 hours	2.5 hours
Exam mark		15	15	15	15	50	50	60
Converted to						20	20	
Marks	5	15				20		60
Total	40							60
Tentative schedule	End of semester	By 4th week	By 7th week	By 11th week	By 14th week	8th week	15th week	End of semester

Series Examination Pattern- Theory

Time	Module	Part A	Marks	Part B	Marks	Part C (With choice)	Marks	Total
2 hours	Any one module	2	1	3	3	2	7	25
	Any one module	2	1	3	3	2	7	25
	Number	4		6		4		50

End Semester Examination Pattern of Question Paper - Theory

Duration	Module	TYPE OF QUESTIONS						
		Part A (2 Questions from each module)		Part B 2 out of 3 questions from each module)		Part C (1 set questions with choice from each module)		Total Marks
		No. of Questions	Marks (1 mark each)	No. of Questions	Marks (3 marks each)	No. of Questions	Marks (7 marks each)	
2.5 hours	1	2	2	3	6	1 set	7	15
	2	2	2	3	6	1 set	7	15
	3	2	2	3	6	1 set	7	15
	4	2	2	3	6	1 set	7	15
		8	8	12	24	4 sets	28	60

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