

## Business Studies (215) Bifurcation of Syllabus

<b>Module Name</b>	<b>I TMA (40 % of Syllabus)</b>	<b>II Public Examination (60% of syllabus)</b>
	<b>8 lessons</b>	<b>13 lessons</b>
1. Introduction to Business (2 lessons)		L-1 Nature and scope of Business L-2 Industry and Commerce
2. Forms of Business Organization (2 lessons)		L-3 Sole Proprietorship, Partnership & Hindu Undivided Family L-4 Cooperative Societies and Joint Stock Companies
3. Service Sector (7 lessons)	L-5 Transport Services L-6 Warehousing L-8 Postal and Courier Services L-11 Outsourcing	L-7 Communication Services L-9 Banking Services L-10 Insurance Services
4. Buying, Selling and Distribution (5 lessons)	L-12 Purchase and Sale L-14 Retail Trade L-16 Sales Promotion and Personal Selling	L-13 Channels of Distribution L-15 Advertising
5. Consumer Awareness (2 lessons)		L-17 Rights and Responsibilities of Consumers L-18 Consumer Protection
6. Career Opportunities in Business (2 lessons)		L-19 Choosing a Career L-20 Entrepreneurship
7. Practical/Project Work	L-21 Practical awareness about Business Studies	

