

**BUSINESS
ADMINISTRATION**

CLASS XI

THEORY

Marks: 100 (60 – Theory, 40- Practical)

1. Introduction to Business	1.1. Concept, Nature and Type of Business 1.2. Forms and Structures of Business Organization. 1.3. Learning Trade Associations and Chamber of Commerce.
2. Business Environment	2.1. Understanding Business as a System 2.2. Internal and External Factor affecting functional decisions of Business 2.3. SWOT analysis.
3. Business Plan	3.1. Collect and assess information 3.2. Organizing information 3.3. Seek, receive and communicate information and ideas 3.4. Plan document 3.5. Draft document 3.6. Review document 3.7. Introduction to types and structure of Business Documents.
4. Products & Services	4.1. Identifying Consumer needs 4.2. Concept, Characteristics and Classification of Products. 4.3. Introduction to Growth of Service sector 4.4. Concept, Characteristics and Classification of Services. 4.5. Difference between Products and Services.
5. Workplace Environment	5.1. Communication 5.2. Teamwork and Group dynamics 5.3. Leadership and Motivation 5.4. Human Resource 5.5. Encourage trust and confidence 5.6. Contribute to positive outcomes for organization.
6. Technology in Business	6.1. Impact of Technology in Business. 6.2. Introduction to MS Office. 6.3. E- Commerce 6.4. Working with Internet. 6.5. Virtual Enterprise. 6.6. Social Networking.
7. Value, Ethics & Environmental Issues	7.1. Introduction to Business Ethics and Values. 7.2. Environmental analysis and Strategic Management.