



PRINCIPLES OF COMMERCE XI SYLLABUS

INTRODUCTION	<ul style="list-style-type: none">✓ Commerce/ Business✓ Branches of Commerce✓ Industry✓ Trade✓ Marketing, Profession✓ E-commerce/ Digital Commerce✓ Qualities that one businessman should possess✓ Scope of commerce✓ Essentials of establishing a business house/ business.✓ Assessment of opportunities✓ Nature of business✓ Finance
FORMS OF BUSINESS ORGANIZATIONS	<ul style="list-style-type: none">✓ Types of ownership✓ Definition, advantages and disadvantages of Sole proprietorship✓ Partnership Definition, Essentials, Advantages and disadvantages✓ Types of partners✓ Partnership Agreements✓ Rights and liabilities of partners✓ Dissolution of firm and partnership✓ Joint stock company definition, background, features Advantages and disadvantages✓ Formation of a new company, Prospectus✓ Memorandum, articles✓ Classification of companies
MARKETING	<ul style="list-style-type: none">✓ Concept of marketing✓ Definitions✓ Functions, importance,✓ Channels of distribution
TRADE	<ul style="list-style-type: none">✓ Kinds of Trade✓ Middlemen definition and importance✓ Wholesaling definition✓ Types of wholesalers✓ Services of wholesalers to retailers and producers✓ Retailing definition✓ Services of retailers to consumer and wholesalers/ producers✓ Types of retailers✓ Foreign trade