

## **BUSINESS ADMINISTRATION SYLLABUS OF STD XI.**

### **Topic I----- *Management of Business Services. 5 marks (1+1+3)***

Services - Meaning of Services, differences between goods and services, features of services, reasons for growth of services, classification of services.

### **Topic II ----- *Communication. 7 marks (2+5)***

Definition, role of communication, Process of communication, Purpose of Communication, channel of communication, merits and demerits of communication, Differences between formal and informal communication, advantages and Disadvantages of oral and written communication----guidelines or principles of communication---communication via email, your Email Account, how e.mail works, receiving e.mails, sending e mails, sending the message and attaching files, and mail Programmes, features.

### **Topic III ----- *Human Resource Management. 5 marks (1+1+3)***

Meaning and definition of Human Resource Management, Characteristics of Organisation development, objectives of Human Resource Management, Qualities of Human Resource Management, most important characteristics of Human Resource management, Scope of Human Resource Management, Objectives of Human Resource Management.

### **Topic IV-----*Management of Hospitality Services. 6 marks (1+2+3)***

Meaning and definition of Tourism, factors responsible for mass tourism, Types of Tourism, classification of tourists, factors that shape demand for tourism, primary or major constituents of tourism, secondary constituents of tourism, role of transport in tourism, various types of accommodation.

### **Topic V -----*E- Commerce 7 marks(2+2+3)***

Introduction, features of e-commerce technology, types of e-commerce, on premise E-commerce. Advantages and disadvantages, software as a service-- e-commerce, Advantages and disadvantages open source e-commerce, advantages & disadvantages, models of e-commerce, benefits of e-commerce, Paper based business versus EDI, comparison with EDI process, Application of EDI, Advantages and disadvantages of EDI

### **Topic VI -----*E-Governance 7 marks (2+5)***

Introduction and definition, scope, objects, advantages, objectives, aspects of E-governance, process, stages of e-governance.

### **Topic VII ----- *Managerial Economics 6 marks (1+2+3)***

Definition and meaning of Managerial Economics, features, Human wants and their Classification, meaning, characteristics of human wants, classification of human wants, meaning and definition of Indian money market, functions of money market, components of Indian money Market, role of money market in economy.

**Topic VIII-----Business Administration . 5marks (1+1+3)**

Concepts of Business Administration, Management and Organisation, Scope of Business, Business Activities, Meaning & Definition of Administration, Meaning of Management, Meaning of Organisation, Distinguish between Administration and Management, Distinguish between Management & Organisation.