

**G.C.E. Advanced Level
Grades 12 and 13**

BUSINESS STUDIES SYLLABUS

Revised Syllabus will be implement from 2012

(The examination will be held for the first time in year 2012)



**Department of Business Studies
Faculty of Science and Technology
National Institute of Education.**

Contents

	Page No.
1.0 Introduction	i
2.0 Aims of the syllabus	ii
3.0 Competency and Competency Levels of Revised Syllabus	iii
4.0 Allocated time periods	iv
5.0 Revised syllabus	1-59
6.0 Learning teaching strategies	60
7.0 School policies and programs	61
8.0 Assessment and Evaluation	62

1.0 Introduction

Entrepreneurial studies and Business and Accounting Studies were introduced as competency based syllabuses for G.C.E.(O/L) Examination in 2007 and 2008 respectively. The syllabus of Business Studies for G.C.E. (A/L) was revised based on competency after taking into consideration the changes made to the above syllabuses and the current trends in the business world.

Business Studies is a very popular commerce subject. Also it is a practical subject. This subject is fostered through subjects such as Economics, Management and Social Studies. The students of A/L commerce stream as well as Arts stream can select this subject. The knowledge, skills and attitudes obtained by studying this subject is useful for day to day life, higher education and also for professional education in commerce stream.

A teaching-learning process which supports to create a citizen with knowledge, skills and attitudes in other words competencies necessary to adapt to the changes in the business world is proposed here.

It is expected that this syllabus will provide, competencies required for a profession or self employment for those who do not pursue higher education, entrepreneurial skills necessary to contribute effectively to the economic development of Sri Lanka and also a qualitative and fruitful development in personal life.

Also it is expected to develop competencies which are required to creatively generate, improve and effectively employ the physical and human resources necessary for national development of Sri Lanka. Therefore it is recommended to implement the teaching- learning methodologies here in and outside the classroom since businesses are very practical. Teachers are expected to give their attention to the rapid changes in business practices and update their knowledge.

2.0 Aims of the Syllabus

- Focuss towards different ways of finding solutions for the problems related to satisfying human needs and wants based on institutions or organizations.
- Prepare to adapt to the changes in the dynamic business environment through understanding.
- Direct to use the theoretical knowledge practically on business.
- Provide competencies to study concepts and principles related to business and to grasp complex subject matters simply.
- Provide opportunities to develop entrepreneurial and management skills.
- Indicate the integration among the functions of a business system.
- Provide basic competencies necessary to involve in business locally, regionally and globally.
- Provide opportunities to develop attitudes necessary to build up a sound business culture within Sri Lanka.
- Provide the practice to start and conduct businesses with a plan.
- Provide competencies necessary to act successfully in professional roles.
- Provide skills to use management and modern technology for socio economic development.
- Provide entry for higher education.

3.0 Revised subject contents for Competencies and Competency Levels

Competency and Competency Levels	Removals & Limitations
4.6 Examines the role of government institutions acting for consumer protection.	<ul style="list-style-type: none"> • Powers related to formalize trade.
5.10 Shows the importance of public sector businesses verifying their specific characteristics.	<ul style="list-style-type: none"> • Privatizations and related issues.
6.6 Examines the special projects directed towards the success of small businesses	<ul style="list-style-type: none"> • Concern only about current main projects
7.1 Confirms the necessity of money to facilitate transactions.	<ul style="list-style-type: none"> • Evolution
7.3 Shows the impact of various deposits and lendings of commercial banks for the operations and growth of businesses.	<ul style="list-style-type: none"> • Competency Level 7.7 is transferred to be as competency level 7.3. (7.7 - Examines the role of the Central Bank of Sri Lanka.)
9.2 Selects the effective mode of transport inquiring the characteristics of a transport system.	<ul style="list-style-type: none"> • Documents used in transportation.
11.2 Selects retail stores suited for the satisfaction of needs considering the advancement of domestic trade	<ul style="list-style-type: none"> • Types of retail stores <ul style="list-style-type: none"> • Mobile retailers • Fixed retailers • New trends in retail trade
14.8 Examines ways of setting a suitable price for a product.	<ul style="list-style-type: none"> • Pricing strategies are not necessary

4.0 Allocated Time Periods

No.	Competency	Allocated Peiods	Periods for contents	Periods for Activities
(1)	Examines the basis of business to provide an active contribution for businesses.	40	35	05
(2)	Confirms that business environment influence on the existence of business	20	16	04
(3)	Considers social responsibilities and ethics of business to adapt to dynamic business environment.	15	12	03
(4)	Confirms the necessity of conducting business while maintaining relationships with the government	35	32	03
(5)	Confirms that business organizations are essential to start and conduct businesses formally.	45	45	-
(6)	Shows the contribution of entrepreneurship in economic and personal development.	35	30	05
(7)	Assesses the contribution of money and financial institutions for the existence and growth of business.	40	40	-
(8)	Confirms the necessity of insurance for the existence of businesses	20	18	02
(9)	Shows the necessity of using transportation effectively for the success of business activities.	10	08	02
(10)	Confirms the necessity of using communication effectively for the success of businesses.	10	08	02

No.	Competency	Allocated Periods	Periods for contents	Periods for Activities
(11)	Verifies the contribution of trade in distributing the products.	40	35	05
(12)	Shows the necessity and importance of management in achieving the overall goals of an organization.	45	40	05
(13)	Evaluates the contribution of operations management for the success of businesses.	45	40	05
(14)	Evaluates the contribution of marketing management for the success of business.	45	40	05
(15)	Examines ways of using financial management for the success of businesses	45	40	05
(16)	Investigates the way of using human resources efficiently to achieve business goals effectively	45	40	05
(17)	Examines the contribution of information systems for the efficiency and effectiveness of businesses	45	40	05
(18)	Prepares business plans to start businesses.	40	26	14
		620	545	75

5.0 Syllabus

5.1 Grade 12

Competencies, competency levels, subject content and periods.

Competency	Competency levels	Subject content	No. of Periods
1. Examine the basis of business to provide an active contribution for businesses.	1.1 Analyses the concept of business 1.2 Forecast trends in businesses while examining the evolution of business	<ul style="list-style-type: none">• Definition of business• Needs and wants• Products• Demand• Production• Market• Necessity of business• Aims of business • Selfsufficient economy/ direct production• Personal specialization• Indirect production• Barter system• Trade• Usage of money and evolution of money• Agricultural economy• Industrial economy<ul style="list-style-type: none">• Auxiliary services/ Business supporting services• Commerce• Knowledge based economy (Information economy)<ul style="list-style-type: none">• Electronic business (e.- business)• Electronic Commerce (e. -commerce)• New trends in businesses.	40

Competency	Competency levels	Subject Content	No. of Periods
	<p>1.3 Classifies business on different criteria.</p> <p>1.4 Evaluates the contribution of each sector of production to the gross domestic production of Sri Lanka.</p> <p>1.5 Analyses business as an input output process.</p>	<ul style="list-style-type: none"> • Business classification criteria. <ul style="list-style-type: none"> • according to the nature of production • according to the sector of production • according to the ownership • according to the aims • according to the scale • Different sectors of gross domestic production. <ul style="list-style-type: none"> • Agriculture (Agricultural) • Industry (Industrial) • Services • Inputs (resources) <ul style="list-style-type: none"> • Land • Labour • Capital • Entrepreneurship • Information • Time • Knowledge • Functions of business <ul style="list-style-type: none"> • Administration • Operations (production) • Marketing • Financing • Human resources activities • Research and development • Output <ul style="list-style-type: none"> • Goods • Services 	

Competency	Competency levels	Subject Content	No. of Periods
	<p>1.6 Classifies different products which fulfil needs and wants.</p> <p>1.7 Examines reasons for the interest of stakeholders of business.</p>	<ul style="list-style-type: none"> • Classification of goods and services • Classification of goods <ul style="list-style-type: none"> • According to the durability • According to the usage • Classification of services <ul style="list-style-type: none"> • Business services • Direct services • Stakeholders of business <ul style="list-style-type: none"> • Owners/ shareholders • Managers • Employees • Customers • Potential investors • Creditors • Government • Public • Others • Reasons for the interest of stakeholders towards the business 	

Competency	Competency levels	Subject Content	No. of Periods
2. Confirms that business environment influence on the existence of business	2.1 Classifies the business environment to facilitate analysis of business environment. 2.2 Analyses the influences of internal environmental forces on business.	<ul style="list-style-type: none"> • Business environment <ul style="list-style-type: none"> • Definition • Necessity of study • Classification <ul style="list-style-type: none"> • Internal environment • External environment <ul style="list-style-type: none"> • Task environment • General/ Macro environment • Internal environmental forces <ul style="list-style-type: none"> • Owners • Managers • Employees • Culture • Organizational structure • Resources • Strengths and weaknesses related to internal environmental forces 	20

Competency	Competency levels	Subject Content	No. of Periods
	<p>2.3 Analyses the influences of task environmental forces on business.</p> <p>2.4 Analyses the influences of macro environmental forces on business.</p>	<ul style="list-style-type: none"> • Forces of the task environment <ul style="list-style-type: none"> • Customers/ consumers • Suppliers • Competitors • New businessmen hoping to enter the market • Producers of substitute goods • Opportunities and threats related to task environmental forces <ul style="list-style-type: none"> • Forces of the general/ macro environment <ul style="list-style-type: none"> • Economic environment • Political and legal environment • Technological environment • Demographic environment • Natural environment • Socio-cultural environment • Global environment • Influences of macro environmental forces on task environmental forces • Interaction between macro environmental forces. 	

Competency	Competency levels	Subject Content	No. of Periods
3. Considers social responsibilities and ethics of business to adapt to dynamic business environment.	<p>3.1 Evaluates the importance of social responsibilities of business.</p> <p>3.2 Confirms the necessity of a code of ethics for success of business.</p>	<ul style="list-style-type: none"> • Social responsibilities of business <ul style="list-style-type: none"> • Definition • Necessity of social responsibilities • Parties towards social responsibilities should be directed <ul style="list-style-type: none"> • Owners • Employees • Customers • Government • Public • Environment • Business ethics <ul style="list-style-type: none"> • Definition • Importance of following business ethics • Factors that should be considered when forming a code of ethics <ul style="list-style-type: none"> • The business • The customer • The employee • Competitors • Social culture • Organization culture • Practicability 	15

Competency	Competency levels	Subject Content	No. of Periods
	<p>4.1 Investigates the ways in which the government influence on business.</p> <p>4.2 Shows how business contributes towards achieving economic aims of the government.</p>	<ul style="list-style-type: none"> • The government <ul style="list-style-type: none"> • Central government • Provincial councils • Local government bodies/ institutions • The government's influence on business <ul style="list-style-type: none"> • Providing infrastructure facilities • Becoming a competitor • Being a customer • Drawing up policies • Formulating rules and regulations • Providing incentives • Being a tax collector • Economic aims of a government <ul style="list-style-type: none"> • Economic growth and development • Full employment • Economic stability • Fair income distribution • Good international trade • The contribution of business towards achieving aims of the government <ul style="list-style-type: none"> • Paying taxes • Use of local resources • Conformity to policies implemented by government • Conformity rules and regulations • Contributing towards employment • Minimizing damages to the environment • Importance of inter- relationships between the government and business 	35

Competency	Competency levels	Subject Content	No. of Periods
	<p>4.3 Confirms the importance of conducting business according to fiscal policies of government.</p> <p>4.4 Evaluates the importance of conducting business according to the government monetary policies.</p> <p>4.5 Shows the necessity of conducting business in accordance with the procedures under taken by the government to protect consumers.</p>	<ul style="list-style-type: none"> • Fiscal policies of the government <ul style="list-style-type: none"> • Aims • Government income and expenditure <ul style="list-style-type: none"> • Taxes • Types of taxes <ul style="list-style-type: none"> • Direct taxes • Indirect taxes • Non-tax income • The influence of government fiscal policies on business • Monetary policies of the government <ul style="list-style-type: none"> • Aims • Instruments used to implement monetary policies <ul style="list-style-type: none"> • Interest rates • Changing reserve requirements • Open market operations • Changing discount rates • Impose credit limits • The influence of government monetary policies on business • Consumer protection <ul style="list-style-type: none"> • Definition • Necessity • Importance <ul style="list-style-type: none"> • To consumers • To businessmen • Rights of consumers • Responsibilities of consumers 	

Competency	Competency levels	Subject Content	No. of Periods
	4.6 Examines the role of government institutions acting for consumer protection.	<ul style="list-style-type: none"> • Consumer protection authority <ul style="list-style-type: none"> • Aims • Role • The importance of consumer affairs Authority act to business • Sri Lanka Institute of Standards <ul style="list-style-type: none"> • Aims • Role 	45
<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	5.1 Classifies business organizations according to ownership.	<ul style="list-style-type: none"> • Business organizations. • Basic characteristics of a formal organization. • Types of business organizations <ul style="list-style-type: none"> • Private sector business organizations <ul style="list-style-type: none"> • Sole proprietorships • Partnerships • Incorporated companies • Cooperatives • Special businesses • Public sector businesses <ul style="list-style-type: none"> • Departments • State corporations • Businesses under local authorities • State companies 	
	5.2 Compares comparatively the advantages and limitations of sole-proprietorship examining the characteristics	<ul style="list-style-type: none"> • Sole- proprietorship <ul style="list-style-type: none"> • Definition • Specific characteristics • Advantages and limitations • Registration of sole proprietorship 	

Competency	Competency levels	Subject Content	No. of Periods
	5.3 Compares comparatively the advantages and limitations of partnerships examining the characteristics of partnerships.	<ul style="list-style-type: none"> • Partnerships <ul style="list-style-type: none"> • Definition • Specific characteristics • Advantages and limitations • Registration of partnerships 	
	5.4 Confirms the necessity of a partnership deed to start and conduct a partnership.	<ul style="list-style-type: none"> • Ways of forming a partnership agreement <ul style="list-style-type: none"> • By implication • Verbally • In written form • Partnership deed <ul style="list-style-type: none"> • Importance of partnership deed • Contents of a partnership deed • Partnership Ordinance of 1890 and section 24 of it • Duties and rights of partners 	
	5.5 Compares the advantages and limitations of co-operatives examining their characteristics	<ul style="list-style-type: none"> • Co-operatives <ul style="list-style-type: none"> • Definition • Specific characteristics • Advantages and limitations • Registration of co-operatives 	
	5.6 Forecasts the trends in co-operatives verifying the evolution of co-operatives.	<ul style="list-style-type: none"> • Evolution of co-operatives • Policies of co-operatives • Contribution of co-operatives to the economic development in the country • Trends in co-operatives 	
	5.7 Verifies the specific characteristics of incorporated companies.	<ul style="list-style-type: none"> • Incorporated companies <ul style="list-style-type: none"> • Definition • Specific characteristics • Advantages and limitations • Incorporation of companies. 	

Competency	Competency levels	Subject Content	No. of Periods
	<p>5.8 Compares the special characteristics of various types of companies.</p> <p>5.9 Compares the advantages and limitations of franchises verifying their specific features.</p> <p>5.10 Shows the importance of public sector businesses verifying their specific characteristics.</p>	<ul style="list-style-type: none"> • Types of incorporated companies <ul style="list-style-type: none"> • Limited companies <ul style="list-style-type: none"> • Private limited companies • Public limited companies • Off-shore companies • Unlimited companies • Companies limited by guarantee • Overseas companies • Criteria used to compare different types of companies <ul style="list-style-type: none"> • Number of members • Liability • Sources of capital <ul style="list-style-type: none"> • Shares • Debentures • Control and management • Franchises <ul style="list-style-type: none"> • Franchiser • Franchisee • Facilities provided to franchisee by the franchiser • Types of franchises • Advantages and limitations of franchises • Reasons to conduct businesses under the government. • Public sector business organizations <ul style="list-style-type: none"> • State corporations/ statutory boards • Government departments • Businesses under local authorities • Characteristics of public sector businesses 	

Competency	Competency levels	Subject Content	No. of Periods
6. Shows the contribution of entrepreneurship in economic and personal development.	<p>6.1 Exhibits the interest of being an entrepreneur by studying the importance and benefits of entrepreneurship.</p> <p>6.2 Studies the background reasons for entrepreneurs to be emerged</p> <p>6.3 Exhibits the ability to act as an entrepreneur by developing entrepreneurial competencies.</p>	<ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> • Definition • Importance • Benefits of entrepreneurship <ul style="list-style-type: none"> • Personal • Social and economic • Entrepreneurship and economic development • Trends in entrepreneurship • Entrepreneur • Background reasons for an entrepreneur to be emerged. <ul style="list-style-type: none"> • Involving in inventions • Family background • Socio-economic background • Education and training • Social problems • Entrepreneurial competencies <ul style="list-style-type: none"> • Innovativeness • Initiativeness • Risk taking • Opportunity seeking • Organizing resources • Leadership • Networking • Visionary • Independency • Dedication • Self awareness • Self confidence • Achieving goals 	35

Competency	Competency level	Subject Content	No. of Periods
	<p>6.4 Examines the contribution of small businesses to the economic development.</p> <p>6.5 Investigates the incentives available for the success of small scale businesses.</p>	<ul style="list-style-type: none"> • Optimistic • Flexibility • Bearability • Resilience • Consistency • Social friendly • Eco friendly • Ways of developing entrepreneurial competencies <ul style="list-style-type: none"> • Self assessments • Training • Education • Experiences • Small businesses <ul style="list-style-type: none"> • Definition • Characteristics • Importance • Relationship between small businesses and entrepreneurship • Factors to be considered by small businessmen <ul style="list-style-type: none"> • When starting the business • When conducting the business • Reasons for failures of small businesses and ways for success. • Steps taken by the government to assist small businesses <ul style="list-style-type: none"> • Financial • Non-financial • Institutions and individuals that provide incentives. 	

Competency	Competency levels	Subject Content	No. of Periods
	6.6 Examines the special projects directed towards the success of small businesses	<ul style="list-style-type: none"> • Types of incentives provided <ul style="list-style-type: none"> • Consultancy services • Research and technological services • Financial facilities • Marketing facilities • Infrastructure facilities • Projects for providing aid <ul style="list-style-type: none"> • Projects that are implemented currently. <i>Eg:</i> <ul style="list-style-type: none"> • Suwana • Sumadi • Sahanya • Competency development project • Gami pubuduwa program • Sanasa loans scheme • Co-operative rural bank loans • Samurdhi development credit scheme • Agricultural banking pilot project • Concern only about current main projects 	

Competency	Competency levels	Subject Content	No. of Periods
<p>7. Assesses the contribution of money and financial institutions for the existence and growth of business.</p>	<p>7.1 Confirms the necessity of money to facilitate transactions.</p> <p>7.2 Evaluates the way in which the system of financial institutions in Sri Lanka contributes for the operations and growth of business.</p>	<ul style="list-style-type: none"> • Money <ul style="list-style-type: none"> • Definition • Functions • Characteristics of money • Types <ul style="list-style-type: none"> • Currency • Bank money • Near money • Electronic money • System of financial Institutions in Sri Lanka <ul style="list-style-type: none"> • Banking sector <ul style="list-style-type: none"> • Central Bank of Sri Lanka • Licensed Commercial banks • Licensed specialized banks • Other financial institutions that accept deposits <ul style="list-style-type: none"> • Registered finance companies • Co-operative Rural Banks • Thrifts and credit co-operative societies. • Other specialized financial institutions <ul style="list-style-type: none"> • Specialised leasing companies • Primary dealers • Merchant banks • Share brokering companies • Unit trusts • Venture capital companies • Credit rating institutions 	<p>40</p>

Competency	Competency levels	Subject Content	No. of Periods
	<p>7.3 Examines the role of Central Bank of Sri Lanka.</p> <p>7.4 Shows the impact of various deposits and lendings of commercial banks for the operations and growth of businesses.</p> <p>7.5 Shows the impact of other services provided by commercial banks on the business operations.</p>	<ul style="list-style-type: none"> • Contractual savings institutions <ul style="list-style-type: none"> • Insurance companies • Employees provident fund • Employees trust fund • Other provident funds • Government services provident funds • The importance of the system of financial institutions in a country as a business service • Central Bank of Sri Lanka <ul style="list-style-type: none"> • Aims • Functions • Impact of functions of central bank on the success of business. • Types of deposits in commercial banks <ul style="list-style-type: none"> • Current accounts (demand deposits) • Savings accounts • Fixed deposits • Importance of various types of deposits to businessmen. • Loans provided by commercial banks. <ul style="list-style-type: none"> • Overdrafts • Loans <ul style="list-style-type: none"> • Business loans • Consumer loans • Other services of commercial banks <ul style="list-style-type: none"> • Agency services • Leasing services • Home banking • Tele banking • Pawning services 	

Competency	Competency levels	Subject Content	No. of Periods
	7.6 Shows how transactions can be made easy by using cheques.	<ul style="list-style-type: none"> • Safety lockers • Buying and selling of foreign exchange • Credit card services • Cash remittance activities • Issuing of travellers cheques • Automated banking facilities • E-banking • Issuing of letters of credit • Other services • The influence of other services of commercial banks on business activities • Cheques • Types of cheques <ul style="list-style-type: none"> • Order cheques • Bearer cheques • Parties involved in cheques <ul style="list-style-type: none"> • Drawer • Drawee • Payee • Factors to be considered when writing a cheque • Crossing of cheques <ul style="list-style-type: none"> • General crossing • Special crossing • Endorsing of cheques • Dishonouring of cheques 	

Competency	Competency levels	Subject Content	No. of Periods
8. Confirms the necessity of insurance for the existence of businesses	7.7 Shows how transactions can be made easy by using e-money.	<ul style="list-style-type: none"> • Electronic money <ul style="list-style-type: none"> • Types of e-money • Parties involved in e-money • Characteristics of an e-money card • Advantages and disadvantages of e- money transactions 	20
	8.1 Examines the importance of insurance which supports the existence of businesses.	<ul style="list-style-type: none"> • Insurance <ul style="list-style-type: none"> • Definition • Risk <ul style="list-style-type: none"> • Definition • Insurable risks • Non-insurable risks • Necessity of insurance • Insurance agreement <ul style="list-style-type: none"> • Parties invloved in insurance agreement • Insurance Deed 	
	8.2 Investigates the principles of insurance which helps the practical use of insurance.	<ul style="list-style-type: none"> • Principles of insurance <ul style="list-style-type: none"> • Insurable interest • Utmost good faith • Indemnity • Subrogation • Contribution • Proximate cause 	

Competency	Competency levels	Subject Content	No. of Periods
9. Shows the necessity of using transportation effectively for the success of business activities.	8.3 Investigates various types of insurance policies which covers various risks of businesses.	<ul style="list-style-type: none"> • Classification of insurance <ul style="list-style-type: none"> • Life insurance • General insurance <ul style="list-style-type: none"> • Fire insurance • Theft and burglary insurance • Natural disaster insurance • Marine insurance • Motor vehicle insurance • Employers liability insurance • Goods in transit insurance • Cash in transit insurance 	10
	8.4 Finds out the parties in insurance market contribute to the existence of insurance business in Sri Lanka.	<ul style="list-style-type: none"> • Composition of the insurance market <ul style="list-style-type: none"> • Insurance Board of Sri Lanka • Insurance companies • Insurance brokers • Insurance agents • Underwriters • Re insurers 	
	9.1 Compares the advantages and disadvantages of various methods of transportation that can be used for the success of business activities.	<ul style="list-style-type: none"> • Transportation • Transport systems • Elements of a transport system <ul style="list-style-type: none"> • Way • Mode • Power • Terminal • Various methods of transport <ul style="list-style-type: none"> • Highway transport • Railway transport 	

Competency	Competency levels	Subject Content	No. of Periods
<p>10. Confirms the necessity of using communication effectively for the success of businesses.</p>	<p>9.2 Selects the effective mode of transport inquiring the characteristics of a transport system.</p> <p>10.1 Verifies the factors which enhances the effectiveness of a communication process</p>	<ul style="list-style-type: none"> • Waterway transport • Airway transport • Advantages and limitations of various methods of transport. • Importance of transportation • Factors to be considered when selecting a mode of transport. • Features of an efficient mode of transport • New trends in transport • Communication • Importance of communication <ul style="list-style-type: none"> • For business activities • For social activities • Communication process • Elements of a communication process <ul style="list-style-type: none"> • Sender • Message • Mode • Receiver • Response • Feedback • Characteristics of effective communication <ul style="list-style-type: none"> • Correctness/ Accuracy • Conciseness • Completeness • Clarity • Courtesy 	<p style="text-align: center;">10</p>

Competency	Competency levels	Subject Content	No. of Periods
11. Verifies the contribution of trade in distributing the products.	<p>10.2 Selects effective communication services verifying various methods of communication.</p> <p>11.1 Investigates how retail trade takes place while taking types of trade into consideration</p>	<ul style="list-style-type: none"> • Concreteness • Consideration • Cost effectiveness • Speed <ul style="list-style-type: none"> • Methods of communication. <ul style="list-style-type: none"> • Verbal • Written • Signals and symbols • Electronic communication • Internal and external communication • Barriers to effective communication and ways of overcoming them <ul style="list-style-type: none"> • Trade <ul style="list-style-type: none"> • Definition • Distribution process • Trade intermediaries • Types of trade <ul style="list-style-type: none"> • Home trade <ul style="list-style-type: none"> • Wholesale trade • Retail trade • Foreign trade <ul style="list-style-type: none"> • Import • Export • Retail trade <ul style="list-style-type: none"> • Definition • Characteristics 	

Competency	Competency levels	Subject Content	No. of Periods
	<p data-bbox="359 853 628 880">11.2 Examines wholesale trade.</p> <p data-bbox="359 1111 687 1160">11.3 Examines international trade with benefits and barriers related to it.</p>	<ul style="list-style-type: none"> <li data-bbox="746 707 1059 734">• Services provided by retail traders <ul style="list-style-type: none"> <li data-bbox="783 734 943 761">• To the producer <li data-bbox="783 761 954 788">• To the wholesaler <li data-bbox="783 788 948 815">• To the consumer <li data-bbox="746 815 1007 842">• New trends in retail traders <li data-bbox="746 864 890 891">• Wholesale trade <ul style="list-style-type: none"> <li data-bbox="783 891 863 918">• Definition <li data-bbox="783 918 903 945">• Characteristics <li data-bbox="783 945 1086 972">• Services provided by the wholesaler <ul style="list-style-type: none"> <li data-bbox="820 972 943 999">• To the producer <li data-bbox="820 999 963 1025">• To the retail trader <li data-bbox="783 1025 836 1052">• Agents <li data-bbox="746 1052 1246 1079">• Advantages and limitations of using intermediaries in trade. <li data-bbox="746 1122 906 1149">• International trade <ul style="list-style-type: none"> <li data-bbox="783 1149 863 1176">• Definition <li data-bbox="783 1176 890 1202">• Basic factors <li data-bbox="783 1202 831 1229">• Types <ul style="list-style-type: none"> <li data-bbox="820 1229 863 1256">• Import <li data-bbox="820 1256 863 1283">• Export <li data-bbox="820 1283 879 1310">• Entrepot <li data-bbox="783 1310 847 1337">• Benefits <li data-bbox="746 1337 836 1364">• Free trade <ul style="list-style-type: none"> <li data-bbox="783 1364 863 1391">• Definition <li data-bbox="783 1391 959 1417">• Barriers to free trade <ul style="list-style-type: none"> <li data-bbox="820 1417 863 1444">• Tariffs <li data-bbox="820 1444 900 1471">• Non-tariffs 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>11.4 Exhibits the readiness to enter international trade examining the import and export procedures.</p> <p>11.5 Investigates how the performance of trade blocks and international organizations contribute to the advancement of foreign trade.</p>	<ul style="list-style-type: none"> • Import and export procedures <ul style="list-style-type: none"> • Documents and methods used • Payments <ul style="list-style-type: none"> • Bank drafts • Letter of credit • Electronic payment methods • Foreign mails and telex transfers • Trade blocks <ul style="list-style-type: none"> e.g.: <ul style="list-style-type: none"> • European Union • ASEAN (Association of South East Asian Nations) • SAARC (South Asian Association for Regional Co-operation) • NAFTA (North America Free Trade Agreement) • Organizations <ul style="list-style-type: none"> eg: <ul style="list-style-type: none"> • WTO (World Trade Organization) • IBRD (International Bank for Rehabilitation and Development) • IMF (International Monetary Fund) • G.8 Group • Trade agreements/ organizations (New establishments) • Impact of trade agreements on foreign trade • New trends in international trade 	

Competency	Competency levels	Subject Content	No. of Perids
	11.6 Shows the contribution of electronic commerce for the improvement of trade.	<ul style="list-style-type: none"> • Electronic commerce <ul style="list-style-type: none"> • Definition • Procedures • Advantages and limitations • Ways of electronic commerce <ul style="list-style-type: none"> • Business to Business (B 2 B) • Business to Consumer (B 2 C) • Consumer to Consumer (C 2 C) • Government to citizen (G 2 C) 	<hr style="width: 100%;"/> 310 <hr style="width: 100%;"/>

3.2 Grade 13

Competency	Competency levels	Subject Content	No. of Perids
<p>12. Shows the necessity and importance of management in achieving the overall goals of an organization.</p>	<p>12.1 Examines the management process to confirm the need and importance of management.</p> <p>12.2 Analyses various managerial roles to identify functions of managers.</p>	<ul style="list-style-type: none"> • Management. • Management process. <ul style="list-style-type: none"> • Planning. • Organizing. • Leading • Controlling. • Efficiency and effectiveness. • The need and importance of management. • Manager • Functions of managers • Roles of a manager <ul style="list-style-type: none"> • Intrepersonal role • Informational role • Decisional role 	<p>45</p>

Competency	Competency levels	Subject Content	No. of Perids
	<p>12.3 Examines the management skills needed for various management levels.</p> <p>12.4 Follows a formal method to make decisions and solve problems successfully.</p>	<ul style="list-style-type: none"> • Various levels of management. <ul style="list-style-type: none"> • Top managers. • Middle managers. • First line managers. • Skills of managers. <ul style="list-style-type: none"> • Conceptual skills. • Interpersonal skills/ Human skills. • Technical skills. • Planning. <ul style="list-style-type: none"> • Forecasting. • Plan. • Concept of decision making and problem solving. • Process of decision making and problem solving <ul style="list-style-type: none"> • Identification of the problem. • Developing alternatives. • Evaluation of alternatives. • Selecting the best alternative. • Implementing. 	

Competency	Competency levels	Subject Content	No. of Perids
	12.5 Prepares plans to achieve the goals effectively.	<ul style="list-style-type: none"> • Planning process and decision making. • Steps in the planning process <ul style="list-style-type: none"> • Environment analysis. • Identification of strengths, weaknesses, opportunities and threats. • Establishing vision, mission, goals and objectives. • Identification of strategies. • Implementing the plan. • Measure and control the success. • Principles of planning. • Importance of planning. • Problems and limitations in planning. 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>12.6 Confirms the necessity of organizing resources for successful management.</p> <p>12.7 Analyses the concepts to be considered for successful organizing.</p>	<ul style="list-style-type: none"> • Organizing <ul style="list-style-type: none"> • Definition • Importance • Steps of organizing <ul style="list-style-type: none"> • Identification of work • Division of work • Departmentalization • Delegation of authority and responsibility • Establishing of standards for work • Allocation of resources • Co- ordination • Chair of command/ Unity of command • Span of control • Power and authority <ul style="list-style-type: none"> • Centralization • Decentralization • Organizational Structure • Organizational chart 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>12.10 Shows how effective communication helps for a successful leading.</p> <p>12.11 Examines the necessity of controlling in order to confirm whether the expected goals have been achieved.</p>	<ul style="list-style-type: none"> • Communication as a function of leading <ul style="list-style-type: none"> • Necessity • Importance • The ways in which communication occurs <ul style="list-style-type: none"> • Downward communication • Upward communication • Horizontal communication • Formal communication • Informal communication • Controlling • Functions of controlling <ul style="list-style-type: none"> • Establish standards • Measure performance • Identify deviations • Take corrective actions. • Controlling techniques <ul style="list-style-type: none"> • Preventive • Corrective • Process Control • Importance of controlling 	

Competency	Competency levels	Subject Content	No. of Perids
13.Evaluates the contribution of operations management for the success of businesses.	13.1 Exhibits readiness to prepare operational plans to achieve institutional and consumer goals. 13.2 Proposes a suitable method of production by examining various methods of production.	<ul style="list-style-type: none"> • Operations concept • Operations management <ul style="list-style-type: none"> • Definition • Functions • Operations as a transformation process <ul style="list-style-type: none"> • Inputs • Process • Outputs • Value added • Production planning <ul style="list-style-type: none"> • Preparation of short-term production programmes • Preparation of long- term production programmes • Research and Development • Production methods <ul style="list-style-type: none"> • Definition • Classification <ul style="list-style-type: none"> • Job production <ul style="list-style-type: none"> • Definition • Advantageous and Disadvantageous features 	45

Competency	Competency levels	Subject Content	No. of Perids
	13.3 Calculates the Break Even Point comparing the total income and total production cost.	<ul style="list-style-type: none"> • Batch production <ul style="list-style-type: none"> • Definition • Advantageous and disadvantageous features. • Flow production <ul style="list-style-type: none"> • Definition • Advantageous and disadvantageous features • Selection of a production method • Factors to be considered when selecting a production method. • Factory layout plan • Total cost <ul style="list-style-type: none"> • Fixed cost • Variable cost • Total income • Break Even Point Analysis <ul style="list-style-type: none"> • By using the equation • By using the graph • Advantages of break even point analysis 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>13.4 Shows the facts to be considered for successful purchasing of materials.</p> <p>13.5 Decides the suitable methods for stock controlling.</p>	<ul style="list-style-type: none"> • Purchasing <ul style="list-style-type: none"> • Materials • Services • Purchasing process • Facts to be considered in purchasing • Stock controlling <ul style="list-style-type: none"> • Definition • Necessity • Stock controlling methods <ul style="list-style-type: none"> • Method of deciding stock levels • ABC Analysis • Two bin System • Computer programmes • Continuous stock reporting method • JIT method 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>13.6 Decides necessary stock levels to maintain an optimum stock.</p> <p>13.7 Calculates Economic Order Quantity considering costs of stock.</p> <p>13.8 Examines suitable quality control methods to confirm quality of products.</p>	<ul style="list-style-type: none"> • Stock levels <ul style="list-style-type: none"> • Maximum stock level • Minimum stock level • Reorder level • Calculation of stock levels • Graphical representation of stock levels • Total costs of stock <ul style="list-style-type: none"> • Stock ordering cost • Stock holding cost • Economic Order Quantity <ul style="list-style-type: none"> • Calculation <ul style="list-style-type: none"> • Graphical method • Mathematical method • Quality • Total quality management • Quality control • Importance of quality control • Quality control techniques. 	

Competency	Competency levels	Subject Content	No. of Perids
14. Evaluates the contribution of marketing management for the success of business.	13.9 Proposes procedures to improve productivity. 14.1 Examines basic concepts on which marketing is based, to get optimum results.	<ul style="list-style-type: none"> • Productivity <ul style="list-style-type: none"> • Importance • Measuring • Methods for improvement • New techniques • Benefits of using new technology • Problems in using new technology • Marketing <ul style="list-style-type: none"> • Definition • Importance • Core concepts of marketing <ul style="list-style-type: none"> • Needs, wants and demand • Products/ Marketing offering • Value, satisfaction and quality • Exchange, transactions and relationships • Market 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>14.2 Selects the suitable marketing concept examining the evolution of marketing concepts.</p> <p>14.3 Decides the segment of consumers of the products should be offered.</p>	<ul style="list-style-type: none"> • Marketing concepts • Evolution of marketing concepts <ul style="list-style-type: none"> • The production concept • The product concept • The selling concept • The marketing concept • The customer concept • The societal marketing concept • The holistic Marketing concept • Market • Market segmentation <ul style="list-style-type: none"> • Definition • Benefits of market segmentation • Bases of consumer market segmentation • Necessities for effective market segmentation • Target Market 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>14.4 Examines the marketing mix and its variables from the point of view of the businessman and the customer</p> <p>14.5 Decides a product which can satisfy the consumer.</p>	<ul style="list-style-type: none"> • Marketing mix from the point of view of the) • Product • Price • Place • Promotion • Marketing mix for services ($7P_s=4P_s+3P_s$) • People • Process • Physical environment/ evidence • Marketing mix from the point of view of the customer (4Cs) • Consumer needs and wants/ Consumer solution • Cost • Convenience • Communication • Product • Goods • Services • Product levels • Core benefits • Basic product • Expected product • Augmented product • Potential product 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>14.6 Creates a suitable brand and a trade mark for a product.</p> <p>14.7 Designs an attractive package and a label for the product.</p>	<ul style="list-style-type: none"> • Brand and trade mark <ul style="list-style-type: none"> • Brand • Trade mark • Difference and relationship between brand and trade mark. • Characteristics of a brand • Types of brands • Benefits of branding • Packaging <ul style="list-style-type: none"> • Package • Types of packages <ul style="list-style-type: none"> • Primary package • Secondary package • Transportation package • Benefits of packaging to a product • Factors to be considered when designing a package • Labeling <ul style="list-style-type: none"> • Label • Contents of a label 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>14.8 Examines ways of setting a suitable price for a product.</p> <p>14.9 Selects suitable distribution channels to distribute products to consumers.</p>	<ul style="list-style-type: none"> • Price • Pricing objectives <ul style="list-style-type: none"> • Surviving in the market • Profit maximization • Increasing the market share • Market skimmings • Product quality leadership • Pricing methods • Selecting a pricing method • Distribution <ul style="list-style-type: none"> • Importance • Distribution channels <ul style="list-style-type: none"> • Distribution channels for consumer goods • Distribution channels for industrial goods. • Factors to be considered when selecting a suitable channel of distribution. 	

Competency	Competency levels	Subject Content	No. of Perids
15.Examines ways of using financial management for the success of businesses	14.10 Proposes suitable promotion strategies to market the products.	<ul style="list-style-type: none"> • Promotion <ul style="list-style-type: none"> • Importance • Promotion mix <ul style="list-style-type: none"> • Advertising • Sales promotion • Personal selling • Public relations • Direct Marketing • Advantages and limitations of each variable of the promotion mix 	
	15.1 Examines the role of financial management.	<ul style="list-style-type: none"> • Financial management • Goals of financial management • Financial management decisions <ul style="list-style-type: none"> • Investment decisions • Financing decisions • Financial planning and controlling of a business <ul style="list-style-type: none"> • Budgeting <ul style="list-style-type: none"> • Cash budget • Capital budget • Cash flow statement 	

Competency	Competency levels	Subject Content	No. of Perids
	15.2 Assesses alternative sources of finance to fulfil financial requirements of a business.	<ul style="list-style-type: none"> • Financial requirements of a business <ul style="list-style-type: none"> • Long-term financial requirements • Short -term financial requirements • Reasons for long-term financial requirements of a business. • Reasons for short term financial requirements of a business • Sources of finance • Classification of sources of finance <ul style="list-style-type: none"> • Internal - External • Direct - Indirect • Longterm - Shortterm • Factors to be considered when fulfilling the financial requirements • Advantages and disadvantages of alternative sources of finance 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>15.3 Analyses financial position of a business using financial ratios</p> <p>15.4 Selects suitable investment opportunities examining alternatives</p>	<ul style="list-style-type: none"> • Financial analysis of a business • Financial statements • Financial ratios <ul style="list-style-type: none"> • Liquidity ratios • Profitability ratios • Activity ratios • Leverage ratios • Analysis of financial ratios • Investment decisions <ul style="list-style-type: none"> • Investments in longterm assests • Short term investments <ul style="list-style-type: none"> • Stock • Trade investments • Debtors • Cash balance 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>15.5 Examines the participation of a financial market in relation to financial management.</p> <p>15.6 Examines the procedures of the financial market in Sri Lanka</p> <p>15.7 Examines the activities of Colombo Stocks Exchange</p>	<ul style="list-style-type: none"> • Financial system of Sri Lanka <ul style="list-style-type: none"> • Definition • Composition <ul style="list-style-type: none"> • Financial Institutions • Financial Instruments • Financial infrastructure facilities • Financial Market • Central Bank • Financial Market <ul style="list-style-type: none"> • Money market <ul style="list-style-type: none"> • Definition • Capital Market <ul style="list-style-type: none"> • Definition • Composition of financial market <ul style="list-style-type: none"> • Inter bank call money market • Domestic foreign exchange market • Government securities/Debentures market • Corporate credit securities market • Share market • Colombo Stocks Exchange <ul style="list-style-type: none"> • Definition • Importance 	

Competency	Competency levels	Subject Content	No. of Perids
	15.8 Examines the securities traded in the share market and their benefits.	<ul style="list-style-type: none"> • Listing procedures <ul style="list-style-type: none"> • Public issue • Offer for sale • Introduction • Primary and secondary markets • Securities traded on the colombo stock exchange <ul style="list-style-type: none"> • Ordinary shares • Preference shares • Share warrants • Corporate debentures • Government securities • Benefit of investing in securities <ul style="list-style-type: none"> • Direct benefits <ul style="list-style-type: none"> • Dividends • Interests • Reserves capitalization • Right issues • Capital gains • Indirect benefits 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>15.9 Examines the related institutions of Colombo Stock Exchange and their functions</p> <p>15.10 Evaluates performance of the stock exchange.</p>	<ul style="list-style-type: none"> • Colombo Stock Exchange Ltd. and its composition • Central Depository System <ul style="list-style-type: none"> • Functions • Operations • Brockers • Securities and Exchange Commission of Sri Lanka. • Relationship of above parties to the CSE • Transaction methods of securities in the CSE' <ul style="list-style-type: none"> • Automated trading system (ATS) • The debt securities trading system (DEX) • Stock market indices <ul style="list-style-type: none"> • All share price index (ASPI) • Milanka price index (MPI) • Total return index (TRI) • Importance of share market indices. 	

Competency	Competency levels	Subject Content	No. of Perids
16. Investigates the way of using human resources efficiently to achieve business goals effectively	16.1 Examines the importance of human resource management	<ul style="list-style-type: none"> • Human resource management <ul style="list-style-type: none"> • Definition • Specialities of human resource in comparison to other resources • Aims <ul style="list-style-type: none"> • Increase the productivity of employees • Employee development • Employee welfare • Recruiting right people at right time • Retention of suitable employees • Motivate employees • Control cost of employees • Fulfil the legal conditions related to employees 	45

Competency	Competency levels	Subject Content	No. of Perids
	<p>16.2 Evaluates necessity of job designing and analysis as a function of human resource management.</p> <p>16.3 Prepares human power plan necessary for the existence of an organization</p>	<ul style="list-style-type: none"> • Job design • Job analysis <ul style="list-style-type: none"> • Job description • Job specification • human power planning <ul style="list-style-type: none"> • Definition • Steps of human power planning <ul style="list-style-type: none"> • Forecasting human resource demand • Analyzing existing human power • Planning internal supply of employees. • Planning external supply of employees • Importance of human power planning • Factors to be considered when planning human power. 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>16.4 Examines ways of recruiting suitable people for employment in an organization.</p> <p>16.5 Prepares a job advertisement to recruit employees.</p> <p>16.6 Proposes suitable methods to select suitable applicants from the recruited applicants.</p>	<ul style="list-style-type: none"> • Recruiting employees • Ways of recruiting <ul style="list-style-type: none"> • Internal • External • Advantages and disadvantages of each recruiting way • Job advertisement • Places where jobs are advertised <ul style="list-style-type: none"> • Newspaper • Internet • Television • Radio • Other • Selection • Selection methods <ul style="list-style-type: none"> • Evaluation of applications • Interviews • IQ tests • Personality tests • Practical tests • Background tests • Medical tests 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>16.7 Prepares formats of an appointment letter.</p> <p>16.8 Proposes steps to be taken to develop and retain of human resources of the organization.</p>	<ul style="list-style-type: none"> • Hiring employees. • Appointment letter • Contract of employment • Importance of an appointment letter • Content of an appointment letter • Format of an appointment letter • Induction • Probationary period • Performance appraisal • Training and development <ul style="list-style-type: none"> • Training methods • Benefits of training <ul style="list-style-type: none"> • To the employee • To the employer • Employee movements <ul style="list-style-type: none"> • Promotion • Transfers • Layoff • Termination of services 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>16.9 Examines evaluation criteria for human resource management functions</p> <p>16.10 Evaluates importance of good employer- employee relation.</p>	<ul style="list-style-type: none"> • Evaluation criteria for human resource management functions <ul style="list-style-type: none"> • Labour turnover • Absenteeism • Labour productivity • Industrial relations • Industrial relations <ul style="list-style-type: none"> • Benefits of good industrial relations • Consequences of bad industrial relations • Rights of employers and employees • Responsibilities of employers and employees • Industrial disputes • Trade unions <ul style="list-style-type: none"> • Trade unions of employees • Trade unions of employers • Aims of employees trade unions • Actions of trade unions <ul style="list-style-type: none"> • Collective bargaining • Work to rule • Go slow • Abstain from working overtime • Strikes <ul style="list-style-type: none"> • Token strikes • Continuous strikes 	

Competency	Competency levels	Subject Content	No. of Perids
17.Examines the contribution of information systems for the efficiency and effectiveness of businesses.	17.1 Shows the necessity of information, examine the evolution of communication technology through various eras. 17.2 Classifies information examining the processing of data.	<ul style="list-style-type: none"> • Necessity of information • Evolution of communication technology • Various economic eras <ul style="list-style-type: none"> • Normadic era • Agricultural era • Industrial era • Information era • Importance of information • Data • Information • Difference between data and information • Data processing <ul style="list-style-type: none"> • Functions • Technology • Characteristics of information • Classification of information 	45

Competency	Competency levels	Subject Content	No. of Perids
	<p>17.3 Shows the readiness to use computer information systems examining functions and components of an information system.</p> <p>17.4 Classifies information systems according to levels of their usage examining methods of classifying of information systems.</p>	<ul style="list-style-type: none"> • System • Information systems <ul style="list-style-type: none"> • Definition • Functions <ul style="list-style-type: none"> • Inputs • Process • Outputs • Storing • Components <ul style="list-style-type: none"> • Hardware • Software • Liveware • Data • Procedures • Classification of information systems <ul style="list-style-type: none"> • According to the levels of usage • According to the usage • According to the functions • Information systems according to the levels of usage. <ul style="list-style-type: none"> • Strategic level • Management level • Knowledge level • Operational level 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>17.5 Classifies information systems according to usage.</p> <p>17.6 Classifies information systems according to functions.</p> <p>17.7 Reveals benefits through examining information technology.</p>	<ul style="list-style-type: none"> • Information systems according to usage <ul style="list-style-type: none"> • Transaction processing systems (TPS) • Knowledge work systems (KWS) • Office automation systems (OAS) • Management information systems (MIS) • Decision support systems (DSS) • Executive support systems (ESS) • Information systems according to functions <ul style="list-style-type: none"> • Marketing management • Financial management • Operations management • Human resource management • Research and development • Relationship among various information systems • Information technology <ul style="list-style-type: none"> • Definition • Other technologies related to information technology <ul style="list-style-type: none"> • Calculation technology • Communication technology • Information management technology • Importance of information technology • Benefits of information technology 	

Competency	Competency levels	Subject Content	No. of Perids
	<p data-bbox="454 786 777 815">17.8 Studies computer networks</p> <p data-bbox="454 1059 777 1115">17.9 Exhibits the readiness to use internet</p>	<ul style="list-style-type: none"> <li data-bbox="799 786 999 815">• Computer networks <li data-bbox="799 819 1134 848">• Classification of computer networks <ul style="list-style-type: none"> <li data-bbox="826 853 1150 882">• According to linkage of computers <li data-bbox="826 887 1177 916">• According to geographical distribution <li data-bbox="826 920 1262 949">• According to users (according to the objective) <li data-bbox="799 1059 895 1088">• Internet <li data-bbox="799 1093 1110 1122">• Services provided by the internet <ul style="list-style-type: none"> <li data-bbox="826 1126 1062 1155">• World wide web (www) <li data-bbox="826 1160 903 1189">• e mail <li data-bbox="826 1193 1031 1223">• File transfer protocol <li data-bbox="826 1227 967 1256">• Chat facilities <li data-bbox="826 1261 967 1290">• News groups <li data-bbox="826 1294 983 1323">• Tele computing 	

Competency	Competency levels	Subject Content	No. of Perids
18 Prepares business plans to start businesses.	18.1 Exhibits the readiness to prepare business plan suitable for the business idea examining the components of a business plan. 18.2 Prepares marketing plan suitable for the business idea.	<ul style="list-style-type: none"> • Business idea • Selecting a business idea <ul style="list-style-type: none"> • Macro analysis • Micro analysis • Business plan <ul style="list-style-type: none"> • Definition • Importance • Contents of a business plan <ul style="list-style-type: none"> • Executive summary • Description of business • Marketing plan • Operational plan • Human resource plan • Financial plan <ul style="list-style-type: none"> • Financial analysis • Marketing plan <ul style="list-style-type: none"> • Definition • Importance • Content <ul style="list-style-type: none"> • Industry and market analysis • Product (Goods or service) • Target market • Analysing the competition 	40

Competency	Competency levels	Subject Content	No. of Perids
	18.3 Prepares the operational plan according to the marketing plan	<ul style="list-style-type: none"> • Target sales • Marketing strategies of competitors • Proposed marketing strategies (Marketing mix strategies) Eg: <ul style="list-style-type: none"> • Product strategies • Promotional strategies • Pricing strategies • Distribution strategies • Annual sales forecast • Marketing expenses <ul style="list-style-type: none"> • Operational plan <ul style="list-style-type: none"> • Definition • Importance • Content <ul style="list-style-type: none"> • Production plan • Fixed assets requirements • Raw material requirements • Employee requirements • Annual production overheads • Factory layout • Waste disposal and environmental influences • Total production cost and unit cost • Operational expences prior to commencing of business. 	

Competency	Competency levels	Subject Content	No. of Periods
	<p>18.4 Prepares human resource plan of the business.</p> <p>18.5 Estimates project cost examining the content of the financial plan</p> <p>18.6 Estimates the outcome of operations included in the financial plan</p>	<ul style="list-style-type: none"> • Human resource plan <ul style="list-style-type: none"> • Definition • Importance • Content <ul style="list-style-type: none"> • Particulars about entrepreneurs and partners • Basic positions and responsibilities of the organizational structure • Organizational chart • Annual expenses • Financial plan <ul style="list-style-type: none"> • Definition • Importance • Contents <ul style="list-style-type: none"> • Project cost <ul style="list-style-type: none"> • Total fixed assets • Total operation cost • Total working capital • Profit and loss statement (income statement) • Cash flow statement • Loan repayment schedule • Estimated balance sheet • Project summary • Profit and loss (income) statement <ul style="list-style-type: none"> • Definition • Contents <ul style="list-style-type: none"> • Gross sales income • Net sales income • Gross profit • Total indirect cost • Operational profit • Net profit after tax 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>18.7 Prepares estimated cash flow statement included in the financial plan</p> <p>18.8 Prepares estimated balance sheet included in the financial plan</p> <p>18.9 Analyses financial statements in relation to financial plan</p>	<ul style="list-style-type: none"> • Cash flow statement <ul style="list-style-type: none"> • Definition • Contents <ul style="list-style-type: none"> • Total cash inflows • Total cash outflows • Closing balance • Balance sheet <ul style="list-style-type: none"> • Definition • Contents <ul style="list-style-type: none"> • Non-current assets • Current assets • Current liabilities • Non-current liabilities • Total input • Financial statement analysis <ul style="list-style-type: none"> • Break Even Point analysis • Ratios analysis 	

Competency	Competency levels	Subject Content	No. of Perids
	<p>18.10 Prepares the executive summary.</p> <p>18.11 Submits business plan.</p>	<ul style="list-style-type: none"> • Executive summary <ul style="list-style-type: none"> • Name and address of the owner / owners • History of the enterprise • Objectives of the entreprice • Goods or service produced • Market to be competed • Reasons for the success of the business and to receive competitive advantages • Main management team • Total investment <ul style="list-style-type: none"> • Owner's contribution • Expected amount borrowings • Business plan <ul style="list-style-type: none"> • Cover page • Contents • Executive summary • Description of the business • Product or srevice • Marketing plan • Operational plan • Human resource plan • Financial plan • Annexe 	<hr/> <hr/> <hr/> <p style="text-align: center;">310</p> <hr/> <hr/> <hr/>

6.0 Learning- teaching strategies.

Business studies is a dynamic and live subject. It changes often due to the changes in science and technology and development in society. So new concepts, approaches and models are added to this subject. Therefore it is essential the proposed learning- teaching process should be more student centered. Increasing of student satisfaction and grasping of the facts can be done effectively through it. So it is need to use the methodological that are able to grasp the social ethics, social responsibilities and duties of business field as well as the knowledge, attitudes and skills. The learning- teaching process of this subject should be organized to gain the theory, principle and practice.

The competency based syllabus and the each level of competency is expected to achieve by the activities implemented through inquiry based approach. Such as Inquiry Based Learning approach experiential learning approach and Constructionist Learning approach are proposed for the student centered learning teaching processes. The examples that can be used for each learning teaching method is given below.

- Book referencing and self studying.
- Assignments and projects.
- Observing and investigation.
- Problem solving.
- Brain Storming.
- Games.
- Debates.
- Role plays.
- Tutorials.
- Drill and practice.
- Field trips.
- Simulation.
- Case study.
- Graphic Organizer
- Demonstration.
- Learning through activity.

Always the teacher has to play an important role as a facilitator, monitor and a resource person. Specially it is expected the students will be directed towards the practical oriented learning teaching strategies such as projects, assignments and individual or group activities that can be combined with the business world and can direct the students to creative thinking.

7.0 School policies and programs.

Success of the classroom teaching process is the key to achieve the expected objectives and competencies of the subject business studies effectively. So, it is important to organize school policies and \program in accordance with the said objectives and competencies.

Within this year 310 periods are allocated for this subject. Although a greater number of periods are allocated for teaching and learning this syllabus is designed to use a less number of periods for the subject. The extra periods can be utilized for the purpose of using the teaching learning tools in the class, thus providing the student the teaching learning tools in the classes, thus providing the students an opportunity to enrich their learning experience.

When considering the different methodologies that can be incorporated in the teaching learning process of the subject it is important to implement practical curriculum activities in the school. Such activities will pave way for the child to improve his creativity and inborn talents.

Programs Possible

- Market surveys and research
- Surveys to find business opportunities
- Preparing a business plan for genuine business opportunities.
- Preparations of a report after implementing a suitable mini project,
- Starting a commerce association or a society.
- Conducting a Business day.
- Organizing suitable programmes to establish link with the business community in the area.
- Organizing discussions and seminars to bring the authentic business world experience to the class.
- Organizing suitable field trips to direct students towards authentic business world.

- Learning students studying business studies to run the school canteen, co-operative society and school bank.
- Organizing field trips to places of business and preparing reports on such trips.
- Directing students to maintain a wall newspaper and a magazine on new trends in the business field.
- Organizing a trade fair and integrating marketing, Accounting and deciding prices based on the fair.
- Producing dramas on business ethics and social responsibilities.
- Starting a company with the young entrepreneurs and it in the years.
- Organizing debates and
- Surfing the internet to identify new trends in the business world.

It is very much necessary that a school should building a school specific principle in order to organize activities and programmes specific to the subject as given above. It is therefore, necessary to appoint a committee comprising of teachers and students of commerce to prepare a specific two years programs and a policy that could be included as a subactivity of the annual plan of the school. It is very much appropriate that this committee is the schools annual plan. On all these occasions the needs of the parents and the needs of the students who are the true beneficiaries of education and the government policies too should be considered. Further the relevant research funds, the relationship between the school and the community too should be studied thoroughly.

8.0 Assessment and Evaluation

Under the school based assesment program. It is expected that teaching learning evaluation tools are creatively designed covering the competencies and competency levels assigned for each term.

..... **First national level examination organize by the Department of Examination under this syllabus will be held in 2012.** Details regarding the structure and the nature the question paper will be provided by the Department of the Examination.