



آغا خان یونیورسٹی ایگزامینیشن بورڈ
AGA KHAN UNIVERSITY EXAMINATION BOARD

Teaching and Learning Resources for Grade XI Principles of Commerce

Recommended Key Textbook:

- *An Introduction to Principles of Commerce* by Professor Saeed Ahmad Siddiqui, Commerce Publications, Karachi.
- *Principles of Commerce* by M. Arshad, Fahad Noor Roshnawala and revised by Zahir Ali Quettawala, Petiwala Book Depot, Karachi.
- *Principles of Commerce* by Naveed Nawab, Topline publishers, Karachi.

Additional Recommended Resource Material				
Topic No	Topic Title	Reference Book	Topic in the Reference Book	Reference Website
1.	Introduction to Commerce			
	1.1 Evaluation of Human Activity 1.2 Commerce Trade and Industry 1.3 Significance, Features and Formation of Business 1.4 E-Commerce (E- business) 1.5 Business Ethics	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui Principles of Commerce by Naveed Nawab	Part I: Chapter 1: Human Activity, page 25 Chapter 2: Introduction to Commerce, page 33 Part I: Chapter 1: Commerce/ Business (Human Activity), page 1-25 Part II: Chapter 2: Essentials of Business House/ Business Problems, page 26-32	https://www.toppr.com/guides/geography/industries/introduction-to-industry/ https://medium.com/@Magen-to_expert/e-business-vs-e-commerce-know-the-differences-151ec9baf0fe

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Reference Website
		Principles of Commerce by Petiwala publishers	Part I: Chapter 1: Commerce/ Business (Human Activity), page 1-25 Part II: Chapter 2: Essentials of Business House/ Business Problems, page 26-32	https://en.wikibooks.org/wiki/E-Commerce_and_E-Business/Concepts_and_Definitions http://businesscasestudies.co.uk/anglo-american/business-ethics-and-corporate-social-responsibility/why-should-a-business-act-ethically.html https://www.frbsf.org/education/publications/doctor-econ/2002/november/private-social-costs-pollution-production/
2.	Types of Commercial Organisations 2.1 Classification of Commercial Organisation 2.2 Sole Proprietorship 2.3 Partnership 2.4 Joint Stock Company 2.5 MNCs and NPOs 2.6 Cooperative Society	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part II: Chapter 3: Types of Commercial Organisations, page 55-73 Part II: Chapter 4: Joint Stock Company/ Corporation I - II, page 55-73 Part II: Chapter 5: Cooperative Society, Prof. 55-73	https://toughnickel.com/business/Joint-Stock-Company

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Reference Website
		Principles of Commerce by Professor Amin Khalid, Principles of Commerce by Petiwala publishers	Part II: Types of Commercial Organisations Chapter 3: Types of Ownership and Sole Proprietorship, page 34-48 Chapter 4: Partnership, page 49-67 Chapter 5: Joint Stock Company, page 49-67 Chapter 6: Co-Operative Society Stock Company, page 68-93	
3.	Office Organisation 3.1 Concept of Departmentation wrt Chain of command and span of control 3.2 Record keeping 3.3 Labour and Time Saving Equipment	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part III: Office Organisation Chapter 7: Office Organisation, page 129-142 Chapter 8: Filing system, page 143-155	https://accountlearning.com/indexing-office-files-meaning-objectives-essentials/ http://www.khullakitab.com/filing-and-indexing/solution/class-10/account/485/solutions

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Reference Website
		Principles of Commerce by Petiwala publishers	Part V: Office Organisation Chapter 22: Office Organisation, page 249-262 Chapter 23: Filing, page 263-271 Chapter 24: labour and time saving devices 272-277	https://slideplayer.com/slide/6205279/
4.	Trade and Channels of Distribution 4.1 Classification of Trade 4.2 Channel of Distribution 4.3 Middleman and its Types 4.4 Trade Documents 4.5 International Trade 4.6 Selling a Product	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part IV: Marketing Chapter 11: Wholesaling Chapter 12: Retailing, Middlemen/ Distributive Channel, page 179-217	https://keydifferences.com/difference-between-wholesale-and-retail.html
		Principles of Commerce by Petiwala publishers	Part III: Trade and Marketing Chapter 11: Invoice Chapter 14: Channel of distribution, middleman, Chapter 9: Retailing, page 101-190	

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Reference Website
5.	Marketing and Advertising 5.1 Buying and Selling 5.2 Market and Marketing 5.3 Functions of Marketing 5.4 Types of Advertising, Advertising Media Objectives 5.5 Sales Promotion and Advertisement	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part IV: Marketing Chapter 10: Introduction to Marketing, page 167-178	https://byjus.com/commerce/functions-of-marketing/
		Principles of Commerce by Petiwala publishers	Part III: Trade and Marketing Chapter 7: Concept of Marketing Chapter 8: Kinds of Market Chapter 10: Foreign Trade Chapter 12: Chamber of Commerce Chapter 13: Export Promotion Bureau Chapter 15: Advertisement Chapter 16: Purchasing Buying Chapter 17: Selling, page 101-190	

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Website
6.	Auxiliaries (intermediaries) to Trade (Aids to Trade) 6.1 Definition of Auxiliaries to Trade 6.2 Insurance and Business Risks 6.3 Transportation 6.4 Warehousing 6.5 Business Finance	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part VI: Auxiliaries to Commerce Chapter 20: Insurance Chapter 21: Transportation Chapter 22: Warehousing Chapter 23: Business Finance, page 319-361	https://byjus.com/commerce/auxiliaries-to-trade/
		Principles of Commerce by Petiwala publishers	Part IV: Auxiliaries to Trade Chapter 18: Insurance Chapter 19: Transportation and Warehousing Chapter 20: Consumer and Business Finance Chapter 21: Capital Share and Bonds, page 199-238	

Topic No	Topic Title	Reference Book	Topic in the Reference Book	Website
7.	Commercial Correspondence 7.1 Definition 7.2 Characteristics of Effective Communication 7.3 Business Letters 7.4 Writing Different Business Letters and e-mails 7.5 Effective Communication	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part V: Commercial Corresponding Chapter 17: Commercial Correspondence Chapter 18: Kinds of Business Letters Chapter 19: Specimen of Business Letters, page 273-316	http://foundersguide.com/5-common-types-of-business-correspondence/ https://work.chron.com/10-types-business-letters-9438.html https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence
		Principles of Commerce by Petiwala publishers	Part VI: Business Correspondence Chapter 25 and Chapter 26: Business letters page 278-290	

Note: This resource list has been prepared primarily for teachers. While it can be shared with students, students should not be required to buy multiple books. Schools are encouraged to stock these books in the library. Moreover, these are only suggestions which have been compiled for the ease of teachers and students; schools are encouraged to use other resources for teaching and learning as well, as long as they are in line with the student learning outcomes (SLOs) mentioned in AKU-EB syllabi. Unless specified, AKU-EB does not endorse any of these books or websites. You are advised to use an ad-blocker while accessing the websites. In case any website is not functional for any reason, you may inform us at examination.board@aku.edu for an alternative or search material via any search engine. If you have any query, please contact us via email.