



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 Roshnaiwala 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/ Sub-Topic/ SLO	Reference Book	Topic in the Reference Book	Reference Website
1.	<b>Introduction to Commerce</b>	An Introduction to Principles of Commerce by Professor Saeed Ahmad Siddiqui	Part I: Chapter 1: Human Activity, page 25	<a href="https://www.toppr.com/guides/geography/industries/introduction-to-industry/">https://www.toppr.com/guides/geography/industries/introduction-to-industry/</a> <a href="https://medium.com/@Magen-to-expert/e-business-vs-e-commerce-know-the-differences-151ec9baf0fe">https://medium.com/@Magen-to-expert/e-business-vs-e-commerce-know-the-differences-151ec9baf0fe</a>
	1.1 Evaluation of Human Activity		Chapter 2: Introduction to Commerce, page 33	
	1.2 Commerce Trade and Industry	Principles of Commerce by Naveed Nawab	Part I: Chapter 1: Commerce/ Business (Human Activity), page 1-25	
	1.3 Significance, Features and Formation of Business		Part II: Chapter 2: Essentials of Business House/ Business Problems, page 26-32	
	1.4 E-Commerce (E- business)			
	1.5 Business Ethics			

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		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	<a href="https://en.wikibooks.org/wiki/E-Commerce_and_E-Business/Concepts_and_Definitions">https://en.wikibooks.org/wiki/E-Commerce_and_E-Business/Concepts_and_Definitions</a> <a href="http://businesscasestudies.co.uk/anglo-american/business-ethics-and-corporate-social-responsibility/why-should-a-business-act-ethically.html">http://businesscasestudies.co.uk/anglo-american/business-ethics-and-corporate-social-responsibility/why-should-a-business-act-ethically.html</a> <a href="https://www.frbsf.org/education/publications/doctor-econ/2002/november/private-social-costs-pollution-production/">https://www.frbsf.org/education/publications/doctor-econ/2002/november/private-social-costs-pollution-production/</a>
2.	<b>Types of Commercial Organisations</b> 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	<a href="https://toughnickel.com/business/Joint-Stock-Company">https://toughnickel.com/business/Joint-Stock-Company</a> <a href="https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/4981">https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/4981</a>

Topic No	Topic/ Sub-Topic/ SLO	Reference Book	Topic in the Reference Book	Reference Website
		Principles of Commerce by Professor Amin Khalid,	Part II: Types of Commercial Organisations	
		Principles of Commerce by Petiwala publishers	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.	<b>Office Organisation</b> 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	<a href="https://www.kullabs.com/classes/subjects/units/lessons/notes/3554">https://www.kullabs.com/classes/subjects/units/lessons/notes/3554</a> <a href="https://accountlearning.com/indexing-office-files-meaning-objectives-essentials/">https://accountlearning.com/indexing-office-files-meaning-objectives-essentials/</a> <a href="http://www.khullakitab.com/filing-and-indexing/solution/class-10/account/485/solutions">http://www.khullakitab.com/filing-and-indexing/solution/class-10/account/485/solutions</a>

Topic No	Topic/ Sub-Topic/ SLO	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	<a href="https://slideplayer.com/slide/6205279/">https://slideplayer.com/slide/6205279/</a>
4.	<b>Trade and Channels of Distribution</b> 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	<a href="https://keydifferences.com/difference-between-wholesale-and-retail.html">https://keydifferences.com/difference-between-wholesale-and-retail.html</a>
		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/ Sub-Topic/ SLO	Reference Book	Topic in the Reference Book	Reference Website
5.	<b>Marketing and Advertising</b> 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	<a href="https://marketingwit.com/functions-of-marketing-explained-with-examples">https://marketingwit.com/functions-of-marketing-explained-with-examples</a>
		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/ Sub-Topic/ SLO	Reference Book	Topic in the Reference Book	Website
6.	<b>Auxiliaries (intermediaries) to Trade (Aids to Trade)</b> 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	<a href="https://gradestack.com/Class-11th-Commerce/Nature-and-Purpose-of/Auxiliaries-to-Trade/17618-3452-28395-study-wtw">https://gradestack.com/Class-11th-Commerce/Nature-and-Purpose-of/Auxiliaries-to-Trade/17618-3452-28395-study-wtw</a>
		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/ Sub-Topic/ SLO	Reference Book	Topic in the Reference Book	Website
7.	<b>Commercial Correspondence</b> 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	<a href="http://foundersguide.com/5-common-types-of-business-correspondence/">http://foundersguide.com/5-common-types-of-business-correspondence/</a> <a href="https://work.chron.com/10-types-business-letters-9438.html">https://work.chron.com/10-types-business-letters-9438.html</a> <a href="https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence">https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/meaning-and-importance-of-business-correspondence</a>
		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.

In case any website is not functional for any reason, you may search material via Google or Yahoo search engines. If you have any query, you may contact us at [examination.board@aku.edu](mailto:examination.board@aku.edu)

This resource list is applicable for syllabi which will be assessed in 2020 onwards.