Business Studies – Course Overview

Institution: Excellent Coaching

Level: Intermediate / Pre-University

Format: Conceptual + Analytical

# Course Description

Business Studies explores the structure, functions, and environment of modern business organizations. It equips students with a strong understanding of business operations, decision-making, and organizational behavior.

# Topics Covered

* - Introduction to Business
* - Types of Business Organizations
* - Forms of Ownership (Sole, Partnership, Companies)
* - Business Environment (Internal & External Factors)
* - Management Functions: Planning, Organizing, Leading, Controlling
* - Human Resource Management
* - Marketing Concepts
* - Business Ethics and Corporate Social Responsibility
* - Globalization and E-Commerce (Intro)

# Learning Outcomes

* - Understand business decision-making
* - Identify key organizational structures
* - Analyze business case studies
* - Develop basic management skills

# Deliverables

* - Chapter Notes
* - Class Activities
* - Case-based Questions
* - Business Startup Simulation (optional)