

Chapter 1: Introduction to Business

- 1) **Definition:** Business, Commerce, Industry
- 2) 5 types of industries, 6 types of environment

Chapter 2: Business Entrepreneurship & Entrepreneur

- 1) **Definition:** Entrepreneur, Business Entrepreneur, Relationship between entrepreneur and risk
- 2) Characteristics, Qualities and Importance of Business Entrepreneur
- 3) Obstacle to entrepreneurship and ways to overcome it

Chapter 3: Self Employment

- 1) Necessity of self employment, Necessity of training in self employment
- 2) 5 types of training institutes for helping self employment, and their concept

Chapter 4: Business Based on Ownership

- 1) **Sole proprietorship:** Concept, characteristics
- 2) **Partnership:** Classification, dissolution
- 3) **Joint Stock Company:** Classification, formation
- 4) **Cooperative society:** Characteristics, types, formation, Principle

Chapter 5: Legal aspects of Business

- 1) **Definition:** License, Patent, Copyright, BSTI
- 2) Franchisee and its process of agreement
- 3) Trade mark & its registration limit
- 4) Insurance and its types

Chapter 6: Business Plan

- 1) **Definition:** Business plan, Cash flow analysis, Break even analysis
- 2) Elements of micro screening & elements of macro screening
- 3) How to determine the cost / projected income of a business plan

Chapter 7: Industries of Bangladesh

- 1) 2 types of industries in broader sense & 4 types of industries based on investment
- 2) What are the things to do for the development of SMEs? Problems of SMEs in Bangladesh

Chapter 8: Management of Business Organization

- 1) What is managements & its functions
- 2) 4 types of leaders and their characteristics, qualities
- 3) Define finance. 9 types of sources of finance.

Chapter 9: Marketing

- 1) What is marketing and its functions
- 2) 5 types of distribution channel
- 3) Define advertising. Importance of advertising
- 4) Define salesmanship & qualities of an ideal salesman

Chapter 10: Assistance for Entrepreneurship Development

- 1) **Short notes:** BSCIC, BDBL, BITAC, BCSIR, BRAC, NGO, MIDAS, TMSS, Proshika, Com. Banks

Chapter 11: Ethics in Business & Social Responsibilities

- 1) **Definition:** Ethics, Value, Business Ethics
- 2) 4 types of responsibilities of business to various stake holders
- 3) Environment pollution & how to reduce it