

# TightLip Academy

## Master Curriculum: Class 11 Business Studies

India's Premium Online School | Forging the Next Generation of Founders & CFOs

**Contact:** +91 95994 90296 | **Email:** support@tightliptraders.com  
**Website:** www.tightliptraders.com | **Stream:** Commerce Elite

### 1. Foundations of Business & Entrepreneurship

We don't just teach theory; we teach how companies are actually built from scratch.

- **Nature and Purpose of Business:** Concept of business, characteristics, objectives, and the role of profit. Classification of business activities (Industry & Commerce).
- **Forms of Business Organizations:** Deep dive into Sole Proprietorship, Partnership, HUF, Cooperative Societies, and Joint Stock Companies.
- **Choice of Form:** Factors influencing the choice of business organization.
- **The TightLip Edge:** "Startup Simulator" - Students will conceptually design their own startup, choosing the right legal structure and understanding real-world registration processes.

### 2. The Corporate Ecosystem & Services

Navigating the modern business environment, from traditional banking to digital disruption.

- **Public, Private & Global Enterprises:** Departmental Undertakings, Statutory Corporations, Government Companies, and Multinational Corporations (MNCs).
- **Business Services:** Detailed study of Banking (Types of accounts, digital payments), Insurance (Life, Health, Fire, Marine), and Communication services.
- **Emerging Modes of Business:** E-business vs. traditional business, scope, benefits, and the mechanics of online transactions.
- **The TightLip Edge:** Case studies of Indian Unicorns (Zomato, Zerodha) and practical understanding of NEFT, RTGS, and modern banking infrastructure.

### 3. Business Finance & Capital Markets

Understanding the fuel that runs the corporate engine: Money.

- **Sources of Business Finance:** Owners' funds (Equity, Retained earnings) vs. Borrowed funds (Debentures, Bonds, Commercial Banks, Trade Credit).

- **Small Business & Enterprises:** Role of MSMEs in the Indian economy, government schemes, and rural industrialization.
- **The TightLip Edge:** "The Traders Desk" - Connecting textbook finance to Dalal Street. Introduction to IPOs, Angel Investors, and reading the basics of a corporate balance sheet.

#### 4. Conquering Markets: Local to Global Trade

How goods move from a factory in Gujarat to a retail shelf in New York.

- **Internal Trade:** Services of Wholesalers and Retailers. Types of retail trade (Departmental stores, Chain stores).
- **International Business:** Concept, complexities, and scope. Export-Import procedures and essential documentation.
- **Trade Organizations:** Role of WTO, World Bank, and IMF in global business.
- **The TightLip Edge:** Analyzing the logistics and supply chain strategies of global giants like Amazon and Tata Motors.

#### 5. TightLip Exclusive: "The Boardroom Module"

Preparing students not just to score 100/100 in board exams, but to thrive in corporate boardrooms.

- **Case-Study Mastery:** Specialized training on decoding complex CBSE case-study questions using our proprietary "Keyword Mapping" technique.
- **Business Ethics & Corporate Governance:** Analyzing historical corporate scams (e.g., Harshad Mehta, Enron) to deeply understand the importance of ethics and social responsibility.
- **Corporate Communication:** Basics of writing formal corporate emails, structuring presentations, and optimizing a professional LinkedIn profile.

*Note: This syllabus is strictly aligned with the latest CBSE & NCERT guidelines, heavily enhanced with TightLip's signature Financial Literacy and Corporate Readiness training.*