




**Pakistan School**  
Kingdom of Bahrain








We are going to start our online commerce class today. I hope we all will enjoy and learn.

❖ Rules for class:

- 1) Be on time for all your classes.
  - 2) Respect all the participants of the class.
  - 3) Do not create any disturbance.
  - 4) Pay attention to your teacher.
  - 5) Raise hand if you have a question.
  - 6) Enter the class with your actual name to mark your attendance
  - 7) Ask any relevant question according to topic taught only.
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# Unit # One

Concept of Business.





# Lesson Objectives:

- By the end of this part of lesson, students will be able to:
    1. Define businessman and analyse the qualities of a good business.
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# Definition of Businessman

Businessman is every person is connected with any legal activity for the purpose of making profit, the person may be a distributor of goods or consultant or owner of a factory.

# Qualities of a good businessman

## Personal qualities

- Foresight
- Courteous
- Honest
- Confident
- Leadership
- Patience
- Man of principles
- hardworking

## Professional qualities

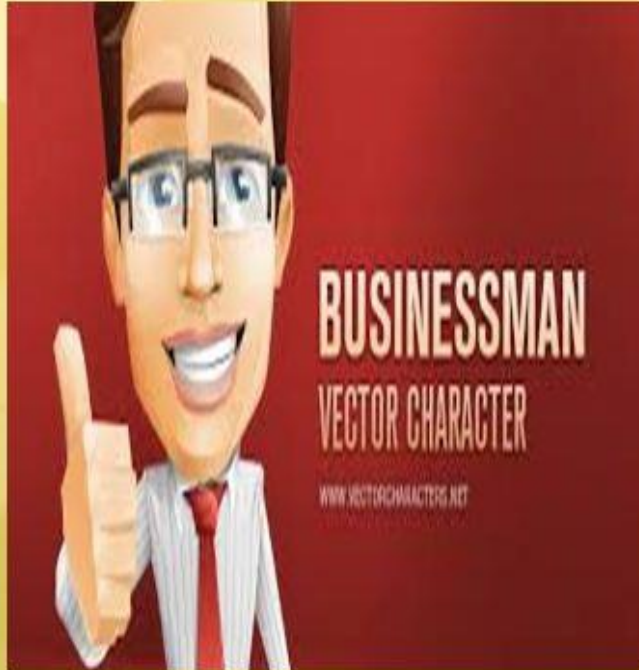
- capital
- Experienced
- Desire of progress
- Ability of innovation
- Business knowledge
- Market knowledge
- Technical skill

# Leadership Skills



To be successful in business, you need outstanding leadership skills. You should be able to command a room and inspire a team of associates to perform at their best.

# A Good Intellect



Thorough knowledge of the business world, as well as of technology, economics, politics, history, and other matters, is important for business leaders. Intellect helps to cultivate a global perspective and sparks creativity.

# Personal and Professional Integrity

A keen sense of integrity is important to ensure that business transactions are conducted with ethics in mind. A successful business person conducts him or herself in a respectable manner and always acts fairly and responsibly



# Ability to Take the Initiative

Initiative is important in business as it continually pushes people to work harder, learn more, and perform better.

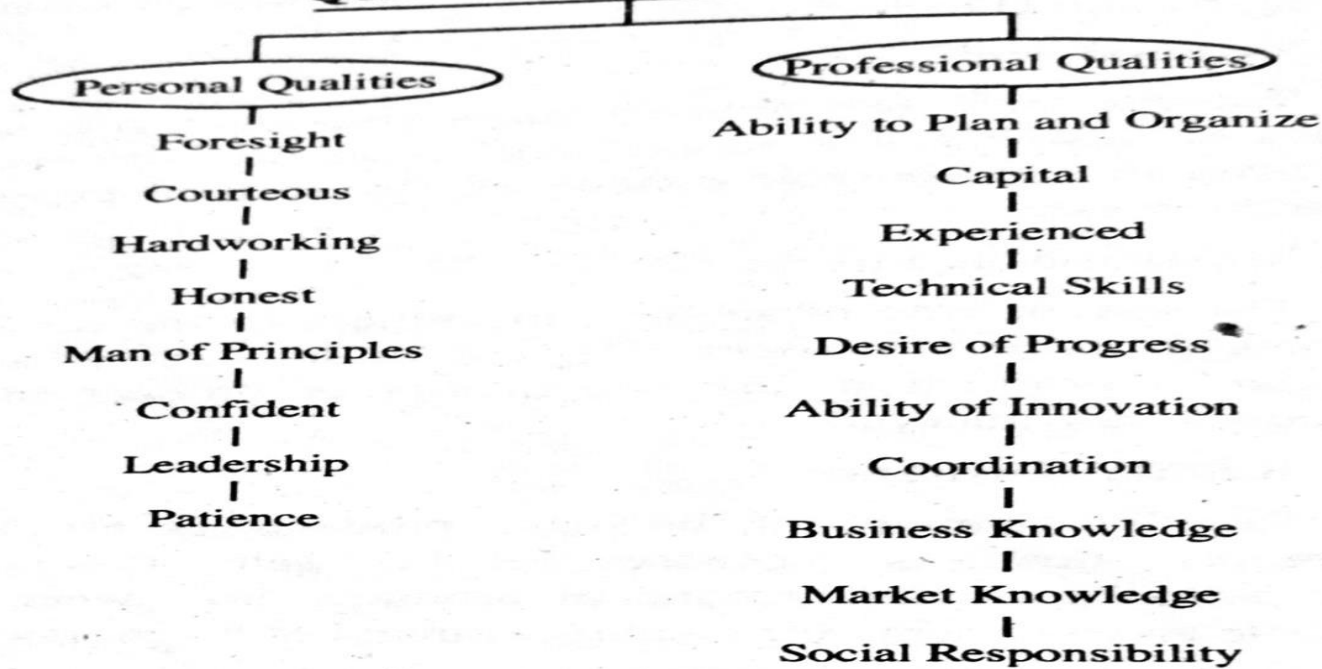


# Competitive Spirit



A sense of competition helps to propel the best business men and women to the forefront of the industry. The desire to do better than similar organizations can prove vital to your success.

## Qualities of Businessman



### [PERSONAL QUALITIES]

#### 1. **Foresight:**

A good businessman should be careful about the future expectations and has the ability of foreseeing. If he fails to anticipate the demand for his goods then he can suffer loss.

#### 2. **Courteous:**

A good businessman must have the quality of courtesy. It means that he must be polite with his employees and customers in any personal or business dealing. In this way he can win their trust and earn more profit.

#### 3. **Hardworking:**

A good businessman must be industrious and hardworking. He should be well balanced and cool minded and have the ability to work for long hours. A lazy person can be harmful for the business.

**4. Honest:**

A businessman should be honest and sincere in his dealings. Goodwill of the business depends on his honesty. There should be no fraud or deceit in the business.

**5. Man of Principles:**

A good businessman must follow the basic standards and principles of morality and ethics in business dealings. This strategy helps to expand the business.

**6. Confident:**

A good businessman must be confident. This personal quality puts the businessman in a position where he can work with great determination even in unfavourable circumstances.

**7. Leadership:**

A man who wants to get success in business must have the quality of leadership. The workers and subordinates work wholeheartedly if they have the influence of the owner (businessman) on their minds.

**8. Patience:**

Patience is an asset for a businessman. He has to meet with many persons for the business matters. So, there is always a need of patience. If the trader loses his temper then he may face problems and suffer loss.

**[PROFESSIONAL QUALITIES]****9. Ability to Plan and Organize:**

It is essential for a businessman to have the ability to plan and organize the business affairs effectively. He should consider all different available alternatives before making decision. A good planner can make the best decisions for his business.

**10. Capital:**

Capital is necessary for business. A good businessman gets capital from all available sources according to the need of business because capital is a key to success in business.

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**11. Experienced:**

Experience in managing business affairs and dealings is necessary to run the business successfully. An experienced businessman can earn more profit as compared to an inexperienced trader.

**12. Technical Skills:**

A good businessman should have adequate technical skill required for his business. He should have concerned specialized knowledge so that he could run his business profitably.

**13. Desire of Progress:**

A good businessman always desires to earn huge profit by expanding his business activities. The desire of progress of trader puts the business on the path of progress and prosperity.

**14. Ability of Innovation:**

It is a common observation that modern and new product attracts the customers. A good businessman should have an ability to produce new goods according to new trends so that goods could attract the customers.

**15. Coordination:**

Coordination is necessary for business. A businessman should be able to coordinate the various sections of business with the help of employees to make the activities beneficial for business.

**16. Business Knowledge:**


A good businessman should not only have the degree in business education, but also he must have proper training regarding the process of production and distribution of goods. Moreover, he must be familiar with legal provisions of his business affairs.


**17. Market Knowledge:**

A good businessman should always have up to date market information. He should have the ability to check the market trends and demand of products. Moreover, the trader



# Closure:

- Key points.
  - Personal qualities.
  - Professional qualities.
  - Hard working.
  - Patience.
  - Man of principles.
  - Ability to innovation.
  - Business knowledge.
  - Market knowledge.
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Thank you. See  
you in the next  
lesson.