

COMMERCE – BASIC CONCEPTS



BASICS

Commerce is a Business activity which involves exchange of goods and services especially on a large scale.

- Poseidon is considered to be the father of Commerce
- In 1979, Michael Aldrich invented Online Shopping which was later known as E-Commerce
- Business, Industry, Commerce and Trade are Inter-related



BASICS

- Simple example of Commerce :
Trade between two countries
- Key elements in Commerce :
 - Is a Branch of Production
 - Involves exchange and distribution of goods & services
 - Involves Trade and Aids of Trade



Scope of Commerce

- Scope of Commerce is very wide. It includes all the activities that ensures distribution of goods and services to the final consumer.
- Commerce is considered to be branch of Production. As far as production takes place, commerce exists.



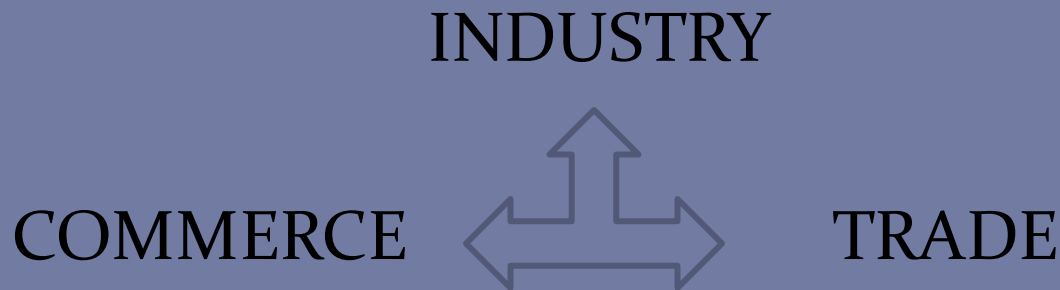
Functions of Commerce

- Facilitates Trade
- Helps to find Employment opportunities
- Increases and improves standard of living
- Makes available funds for investment
- Creates time utility through warehousing
- Facilitates exchange of goods and services



Commerce vs Industry

Industry is all about the production of goods, whereas Commerce focuses on Distribution of such Goods & Services.



TRADE

Trade is an action of buying and selling goods & services. There are certain Aids to Trade.

- ✓ Banking
- ✓ Insurance
- ✓ Transportation
- ✓ Communication
- ✓ Warehousing
- ✓ Tourism
- ✓ Advertising



Commerce vs Trade

- Trade is buying and selling of goods & services between two or more parties in consideration of cash.
- Commerce includes the exchange of goods and services along with activities like Banking, Insurance, Advertising, Transportation, Warehousing, etc. to complement such exchange.



Why Commerce is Important ?

The subject commerce teaches the students with corporate culture and prepares them for their professional life.

Business activities are something that affect the daily lives of all people in a society. Commerce helps people to get easy understanding of business activities in an efficient manner.



THANK YOU !!!!!

