

**ENTREPRENEURSHIP
CLASS XI-XII (2019-20)
(CODE NO. 066)**

Rationale

Development of school curriculum is a dynamic process responsive to the society and reflecting the needs and aspiration of its learners. Fast changing society deserves changes in educational curriculum particularly to establish relevance to emerging socio-economic environment; to ensure equity of opportunity and participation and finally promoting concern for excellence. In this context the course on entrepreneurship aims at instilling and stimulating human urge for excellence by realizing individual potential for generating and putting to use the inputs, relevant to social prosperity and thereby ensure decent means of living for every individual.

Objectives:

- Acquiring Entrepreneurial spirit and resourcefulness
- Familiarization with various uses of human resource for earning dignified means of living
- Understanding the concept and process of entrepreneurship - its contribution and role in the growth and development of individual and the nation
- Acquiring entrepreneurial quality, competency and motivation
- Learning the process and skills of creation and management of entrepreneurial venture.

COURSE STRUCTURE
CLASS XII (2019-20)

One Theory Paper

Max. Marks: 70

Time: 3 Hours

S. No.	Unit	No. of Periods	Marks
1	Entrepreneurial Opportunities	40	30
2	Business Planning	40	
3	Enterprise Marketing	40	
4	Enterprise Growth Strategies	20	20
5	Business Arithmetic	40	
6	Resource Mobilization	20	
	Total	200	70
	Project Work	40	30
	Total	240	100

COURSE CONTENT

Unit 1: Entrepreneurial Opportunities 40 Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Sensing Entrepreneurial Opportunities • Environment Scanning • Problem Identification • Spotting Trends • Creativity and Innovation • Selecting the Right Opportunity 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concept and elements of business opportunity • Understand the process involved in sensing opportunities • Give the meaning of environment scanning • To understand the need to see the environment • Enlist the various forces affecting business environment • Understand the different fields of ideas • Enlist the various sources of idea fields • Understand the process of transformation of ideas into opportunities • Explain the meaning of trend spotting

	<ul style="list-style-type: none"> • Understand the concept of opportunity assessment • Explain the meaning of trend spotting • Identify the different ways of spotting trends • Differentiate the process of creativity and innovation
Unit 2: Business Planning 40Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Business Plan • Organisational plan • Operational plan • Production plan • Financial plan • Marketing Plan • Human Resource Planning 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concept of entrepreneurial planning • Understand the forms of business enterprise • Distinguish among the various forms of Business enterprise • Explain the concept of Business plan • Appreciate the importance of a Business Plan • Describe the various components of Business plan • Differentiate among the various components of Business plan
Unit 3: Enterprise Marketing 40Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Marketing and Sales strategy • Branding - Business name, logo, tagline • Promotion strategy • Negotiations - Importance and methods • Customer Relationship Management • Vendor Management 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Enlist the various marketing strategies used in a Business firm • Explain the concepts of Product, Price, Place and Promotion • Understand the concept of Branding, Packaging and Labelling • Describe the various methods of pricing • Explain the various channels of

	<p>distribution</p> <ul style="list-style-type: none"> • Appreciate and discuss the various factors affecting the channels of distribution • Understand the sales strategy • State the different types of components of sales strategy • Enumerate the different tools of promotion • Understand the meaning and objectives of Advertising • Able to discuss the various modes of Advertising • Will be able to understand the concept of personal selling and sales promotion • Discuss the various techniques of sales promotion • Understand the meaning and methods of negotiation • Understand the concept of customer relationship management • State the importance of Customer Relationship Management • Explain the concept of management in a firm • Explain the concept and importance of vendor management in a firm
Unit 4: Enterprise Growth Strategies20Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Franchising • Merger and Acquisition 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concept of growth & development of an enterprise • Explain the concept of franchise • Explain the different types of franchise • Explain the advantages and limitations

	<p>of franchise</p> <ul style="list-style-type: none"> • Understand growth of a firm is possible through mergers and acquisitions • Explain the different types of mergers • State the meaning and types of acquisitions • Understand the reasons for mergers and acquisitions • Understand the reasons for failure of mergers and acquisitions
Unit 5: Business Arithmetic40 Periods	
Contents	Learning Outcomes
<p>Business Arithmetic</p> <ul style="list-style-type: none"> • Unit of Sale, Unit Cost for multiple products or services • Break even Analysis for multiple products or services • Computation of working capital • Inventory control and EOQ • Return on Investment (ROI) and Return on Equity (ROE) 	<ul style="list-style-type: none"> • After going through this unit, the student/ learner would be able to: • Understand the concept of Unit Cost • Understand the concept of unit price • Calculate Break-even point for Multiple products • Understand the meaning of inventory control • Explain the concept of working capital • Calculate Return on Investment; Return on Equity and Economic order quantity
Unit 6: Resource Mobilization20 Periods	
Contents	Learning Outcomes
<p>Resource Mobilization</p> <ul style="list-style-type: none"> • Angel Investor • Venture Capital Funds • Stock Market – raising funds 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the need of finance in the Business • Understand the various sources of funds required for a firm • Understand the methods of raising finance in primary market • Understand the importance of secondary market for mobilization or

	<p>resources</p> <ul style="list-style-type: none"> • Give the meaning of stock exchange • Raising funds through financial markets • Understand the relevance of stock exchange as a medium through which funds can be raised • Explain the concept of angel investors • Explain the concept of venture capital
Project Work	40 Periods
<ol style="list-style-type: none"> 1. Business Plan 2. Survey <p><i>Refer to the Guidelines issued by CBSE</i></p>	

Prescribed Books:

1. Entrepreneurship - Class XI- C.B.S.E, Delhi
2. Entrepreneurship - Class XII - C.B.S.E., Delhi
3. Udyamita (in Hindi) by Dr. MMP. Akhoury and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla
4. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

Magazines

1. Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
2. Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal -462008
3. Laghu Udyog Samachar
4. Project Profile by DCSSI