

Syllabus

Latest Syllabus for Academic Year

ENTREPRENEURSHIP-(2023-24)

CLASS–XII-(CODE NO. 066)

COURSE STRUCTURE

Theory Paper

Time : 3 Hours

Max. Marks : 70

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

COURSE CONTENT

Unit 1 : Entrepreneurial Opportunities

40 Periods

Competencies : Scanning the environment; Analytical and logical thinking; Innovation and creativity; Decision making; self- confidence.

Contents	Learning Outcomes
<ul style="list-style-type: none">● Sensing Entrepreneurial Opportunities● Environmental Scanning● Problem Identification● Idea Fields● 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">● Comprehend the concept and elements of business opportunity● Discuss the process of sensing opportunities● Understand the need to scan the environment● Enlist the various factors affecting business environment● Identify the different idea field● Understand the concept of opportunity and market assessment● Appreciate the ways in which trends can be spotted● Understand the process of creativity and innovation● Transform ideas into business opportunities

Syllabus

Unit 2 : Entrepreneurial Planning

40 Periods

Competencies : Analytical and critical thinking; personal responsibility; determination; Resourceful; collaboration

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Forms of business organization- Sole proprietorship, Partnership, Company ● Business Plan: concept, format. ● Components: Organisational plan; Operational plan; Production plan; Financial plan; Marketing Plan; Human Resource Plan 	<p>After going through this unit, the student/ learner would be able to :</p> <ul style="list-style-type: none"> ● Recall the meaning of the various forms of business organization ● Understand the characteristics of the various forms of business organization ● Understand the difference between a Public and Private Company ● Appreciate the reasons for a private company being more desirable ● Appreciate the concept and importance of a Business Plan ● Describe the various components of Business plan ● Differentiate among the various components of Business plan ● Develop a Business Plan

Unit 3 : Enterprise Marketing

40 Periods

Competencies : Persistence, Negotiation, Collaboration, Ethical behavior, team spirit;

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Marketing and Sales strategy ● Branding, Logo, Tagline ● Promotion strategy 	<p>After going through this unit, the student/learner would be able to :</p> <ul style="list-style-type: none"> ● Discuss the various marketing strategies used in a business ● Explain Marketing Mix. ● Understand the concept of Branding, Packaging and Labeling ● Describe the various methods of Pricing ● Discuss the various factors affecting the channels of distribution ● Understand the concept and types of sales strategy ● Discuss different tools of promotion ● Appreciate the objectives and different modes of Advertising ● Understand the concept of personal selling, sales promotion, public relations ● Discuss the various techniques of sales promotion

Syllabus

Unit 4 : Enterprise Growth Strategies

20 Periods

Competencies : Need for achievement, Initiative, Analytical thinking, risk vs reward, collaboration, synergy, leadership,

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Franchising: Concept and types ● Franchising: Advantages and limitations to franchisor and franchisee. ● Mergers and Acquisition: Concept, reasons and types. ● Reasons for mergers and acquisitions 	<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 ● Discuss the concept, types, advantages and limitations of franchising ● Appreciate growth of business through mergers and acquisitions ● Discuss the different types of mergers and acquisitions ● Discuss the reasons for mergers and acquisitions

Unit 5 : Business Arithmetic

40 Periods

Competencies : Arithmetic skills, critical analysis, decision making, self-confidence, problem solving.

Contents	Learning Outcomes
<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) 	<p>After going through this unit, the student/learner would be able to :</p> <ul style="list-style-type: none"> ● Understand the concept of Unit Cost and Unit Price ● Calculate Break-even point for Multiple products and services. ● Understand the concept of Inventory Control ● Compute the working capital of a business. ● Calculate Return on Investment; Return on Equity and Economic Order Quantity

Unit 6 : Resource Mobilization

20 Periods

Competencies: Risk taking, Communication, Persuasion, Networking, Ethical behavior

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Capital Market: Concept ● Primary market: Concept, methods of issue ● Angel Investor: Features ● Venture Capital: Features, funding. 	<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 Business ● Discuss the various sources of funds required for a firm ● Understand the ways of raising funds in primary market ● Appreciate the Angel Investors and Venture Capitalists as a source of business finance.

Syllabus

Project Work :

Students have to do **TWO projects** in the entire academic session.

TOPICS FOR THE PROJECT:

1. Business Plan
2. Market Survey
 - 10 Marks each for 02 Projects
 - 5 Marks for Numerical Assessment
 - 5 Marks for Viva

Note: Students need to complete both the projects. Guidelines for both projects are given in the CBSE Textbook.

Prescribed Books :

1. The objectives of the project work:

Objectives of project work are to enable learners to:

- probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XI-XII.
- analyse and evaluate real world scenarios using theoretical constructs and arguments
- demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work
- follow up aspects in which learners have interest
- develop the communication skills to argue logically

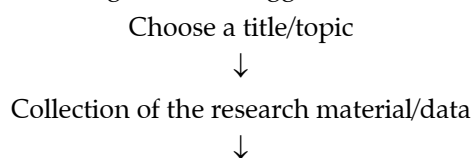
2. Role of the teacher:

The teacher plays a critical role in developing thinking skills of the learners. A teacher should:

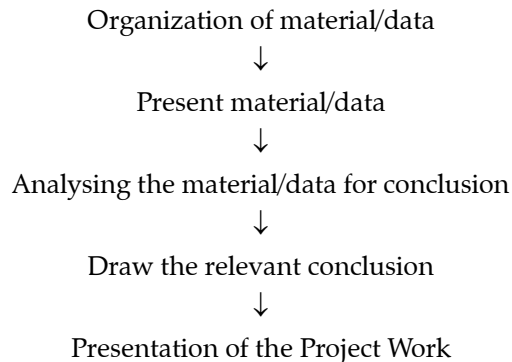
- help each learner select the topic after detailed discussions and deliberations of the topic;
- play the role of a facilitator to support and monitor the project work of the learner through periodic discussions;
- guide the research work in terms of sources for the relevant data;
- ensure that students must understand the relevance and usage of primary evidence and other sources in their projects and duly acknowledge the same;
- ensure that the students are able to derive a conclusion from the content; cite the limitations faced during the research and give appropriate references used in doing the research work.
- educate learner about plagiarism and the importance of quoting the source of the information to ensure authenticity of research work.
- prepare the learner for the presentation of the project work.
- arrange a presentation of the project file.

3. Steps involved in the conduct of the project:

Students may work upon the following lines as a suggested flow chart:



Syllabus



4. Expected Checklist for the Project Work:

- Introduction of topic/title
- Identifying the product/service
- Various stakeholders and effect on each of them
- Use of different tools for market assessment and it's analysis
- Implication of 4P's in the process of marketing
- Calculation of various costs involved in the business planning process
- Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

5. Viva-Voce

- At the end of the academic session, each learner will present the research work in the Project File to the External examiner.
- The questions should be asked from the Research Work/ Project File of the learner.
- The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.
- In case of any doubt, authenticity should be checked and verified.

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. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla

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 Udhdyog Samachar
4. Project Profile by DCSI

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Syllabus

QUESTION PAPER DESIGN

Entrepreneurship (Code No. 066)

Class XII

S. No.	Competencies	Total Marks	% Weightage)
1.	Remembering: Exhibit memory of previously learned material by recalling facts, listing elements, terms and basic concepts Understanding: Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas	20	28.5%
2.	Applying : Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in different ways.	30	43%
3.	Analysing and Evaluating : Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations, integrated learning; Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria. Creating: Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions	20	28.5%
	TOTAL	70	100%

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