

**ENTREPRENEURSHIP**  
**CLASS XII (2021-22)**  
**(CODE NO. 066)**

**Rationale**

School curriculum is a dynamic process. It continuously evolves itself reflecting the needs and aspirations of learners. In recent times, our society is influenced by knowledge creation and technological advancements. Competencies affecting Innovation and creativity have become important in all walks of life, including business context. This makes entrepreneurship education even more important for enhancing quality of life.

Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.

**Objectives:**

- To develop Entrepreneurial mindset among Higher Secondary School children.
- To encourage school children to opt for self-employment as a viable option for earning dignified means of living.
- To enable students to appreciate the dynamic changes happening in the economy.
- To acquaint the students about the role of Entrepreneurship in the growth and economic development of the nation.
- To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

**COURSE STRUCTURE**  
**CLASS–XI (2021-22)**

**One Theory Paper**

**Time: 3 Hours**

**Max. Marks: 70**

S. No.	Unit	No. of Periods	Marks
1	Entrepreneurship: Concept and Functions	15	15
2	An Entrepreneur	25	
3	Entrepreneurial Journey	30	20
4	Entrepreneurship as Innovation and Problem Solving	30	
5	Concept of Market	40	15
6	Business Finance and Arithmetic	30	20
7	Resource Mobilization	30	
	<b>PROJECT WORK</b>	40	30
	<b>Total</b>	<b>240</b>	<b>100</b>

**COURSE STRUCTURE**  
**CLASS XII (2021-22)**

**One Theory Paper**

**Max. Marks: 70**

**Time: 3 Hours**

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

**COURSE CONTENT**

<b>Unit 1: Entrepreneurial Opportunity</b>		<b>40 Periods</b>
<b>Competencies: Scanning the environment; Analytical and logical thinking; Innovation and creativity; Decision making; self-confidence.</b>		
<b>Contents</b>	<b>Learning Outcomes</b>	
<ul style="list-style-type: none"> <li>Sensing Entrepreneurial Opportunities:               <ul style="list-style-type: none"> <li>Environment Scanning</li> <li>Problem Identification</li> <li>Idea fields</li> <li>Spotting Trends</li> <li>Creativity and Innovation</li> </ul> </li> <li>Selecting the Right Opportunity</li> </ul>	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> <li>Comprehend the concept and elements of business opportunity</li> <li>Discuss the process of sensing opportunities</li> <li>Understand the need to scan the environment</li> <li>Enlist the various factors affecting business environment</li> <li>Identify the different idea fields</li> </ul>	

	<ul style="list-style-type: none"> <li>• Understand the concept of opportunity assessment</li> <li>• Appreciate the ways in which trends can be spotted</li> <li>• Understand the process of creativity and innovation</li> <li>• Transform ideas into business opportunities.</li> </ul>
<b>Unit 2: Enterprise Planning</b>	
<b>40 Periods</b>	
<b>Competencies: Analytical and critical thinking; personal responsibility; determination; Resourceful; collaboration</b>	
<b>Contents</b>	<b>Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Business Plan: concept, format</li> <li>• Components of a Business Plan: <ul style="list-style-type: none"> <li>- Organisational plan; (<i>Meaning and Characteristics of Sole Proprietorship, Partnership and Company</i>)</li> <li>- Operational plan;</li> <li>- Production plan;</li> <li>- Financial plan;</li> <li>- Marketing Plan;</li> <li>- Human Resource Planning</li> </ul> </li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Appreciate the concept and importance of a Business Plan</li> <li>• Describe the various components of Business plan</li> <li>• Differentiate among the various components of Business plan</li> <li>• Understand the meaning and characteristics of Sole Proprietorship, Partnership and Company</li> <li>• Develop a Business Plan</li> </ul>
<b>Unit 3: Enterprise Marketing</b>	
<b>40 Periods</b>	
<b>Competencies: Persistence, Negotiation, Collaboration, Ethical behavior, team spirit;</b>	
<b>Contents</b>	<b>Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Marketing and Sales Strategy</li> <li>• Branding - Business name, Logo, Tagline</li> <li>• Promotion Strategy</li> <li>• Negotiations – Importance and Methods</li> <li>• Customer Relationship Management</li> <li>• Vendor Management</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the various marketing strategies used in a business</li> <li>• Appreciate the elements of Marketing Mix</li> <li>• Understand the concept of Branding, Packaging and Labeling</li> <li>• Describe the various methods of Pricing</li> </ul>

	<ul style="list-style-type: none"> <li>• Discuss the various factors affecting the channels of distribution</li> <li>• Understand the concept and types of sales strategy</li> <li>• Discuss different tools of promotion</li> <li>• Appreciate the objectives and different modes of Advertising</li> <li>• Understand the rules of effective advertisement</li> <li>• Understand the concept of personal selling and sales promotion</li> <li>• Discuss the various techniques of sales promotion</li> <li>• Understand the ways of negotiation in business</li> <li>• Understand the importance of Customer Relationship Management in business.</li> <li>• Understand the concept and importance of vendor management in business</li> </ul>
<b>Unit 4: Enterprise Growth Strategies</b> <span style="float: right;"><b>20 Periods</b></span>	
<b>Competencies: Need for achievement, Initiative, Analytical thinking, risk vs reward, collaboration, synergy, leadership</b>	
Contents	Learning Outcomes
<ul style="list-style-type: none"> <li>• Franchising: Concept, types, advantages, disadvantages.</li> <li>• Mergers and Acquisition: Concept, reasons, types.</li> <li>• Reasons for failure of Mergers and Acquisitions.</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of growth &amp; development of an enterprise</li> <li>• Discuss the concept, types, advantages and disadvantages of franchising</li> <li>• Appreciate growth of business through mergers and acquisitions</li> <li>• Discuss the different types of mergers and acquisitions</li> <li>• Understand the reasons for failure of mergers and acquisitions</li> </ul>

<b>Unit 5: Business Arithmetic</b>		<b>40 Periods</b>
<b>Competencies: Arithmetic skills, critical analysis, decision making, self-confidence, problem solving.</b>		
<b>Contents</b>		<b>Learning Outcomes</b>
Business Arithmetic <ul style="list-style-type: none"> <li>• Unit of Sale, Unit Cost for multiple products or services</li> <li>• Break even Analysis for multiple products or services</li> <li>• Computation of Working Capital</li> <li>• Inventory Control and EOQ</li> <li>• Return on Investment (ROI) and Return on Equity (ROE)</li> </ul>		After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> <li>• Understand the concept of Unit Cost and Unit Price</li> <li>• Calculate Break-even point for Multiple products and services.</li> <li>• Understand the concept of Inventory Control</li> <li>• Compute the working capital of a business.</li> <li>• Calculate Return on Investment; Return on Equity and Economic Order Quantity</li> </ul>
<b>Unit 6: Resource Mobilization</b>		<b>20 Periods</b>
<b>Competencies: Risk taking, Communication, Persuasion, Networking, Ethical behavior</b>		
<b>Contents</b>		<b>Learning Outcomes</b>
Resource Mobilization: <ul style="list-style-type: none"> <li>• Capital Market- Primary and Secondary</li> <li>• Stock Exchange- Concept, features, functions and importance.</li> <li>• Angel Investor: Features</li> <li>• Venture Capital: Features, funding.</li> </ul>		After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> <li>• Understand the need of finance in Business</li> <li>• Discuss the various sources of funds required for a firm</li> <li>• Understand the ways of raising funds in primary market Understand the importance of secondary market for mobilization of resources</li> <li>• To discuss the relevance of stock exchange for an investor, a business enterprise and economy.</li> <li>• Understand the role of SEBI in capital market.</li> <li>• Appreciate the Angel Investors and Venture Capitalists as a source of business finance.</li> </ul>

<b>Project Work</b>	<b>40 Periods</b>
<ol style="list-style-type: none"> <li>1. Business Plan</li> <li>2. Market Survey</li> </ol> <ul style="list-style-type: none"> <li>• 10 Marks each for 02 Projects</li> <li>• 5 Marks for Numerical Assessment</li> <li>• 5 Marks for Viva</li> </ul> <p><b><i>Note: Students need to complete both the projects. Guidelines for both projects are given in the CBSE Textbook.</i></b></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. 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 Udhog Samachar
4. Project Profile by DCSSI

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**QUESTION PAPER DESIGN**  
**CLASS XII (2021-22)**

Time: 3 Hours

Max Marks: 70 Theory+ 30 External Assessment (Project Based+ VIVA by an external examiner)

S.No.	Typology of Questions	VSA - Objective Type (1 mark)	SA -I (2 marks)	SA-II (3 Marks)	LA- I (4 Marks)	LA (5 Marks)	Total Marks	% Weight age
1.	<b>Remembering:</b> Exhibit memory of previously learned material by recalling facts, listing elements, terms and basic concepts  <b>Understanding:</b> Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas	16	-	-	01	-	20	28.5%
2.	<b>Applying:</b> Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in different ways.	-	5	2	1	2	30	43%
3.	<b>Analysing and Evaluating:</b> Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support	-	2	1	2	1	20	28.5%

	<p>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.</p> <p><b>Creating:</b> Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions</p>							
	TOTAL	16 Q	7 Q	3 Q	3 Q	3 Q	36 Questions	100%

#### RUBRICS FOR QP 2021-22

Section	1 mark	2 marks	3 marks	4 marks	5 marks	Total no. of Questions	Marks	%
<b>Section A</b>  <b>This Section includes:</b>  <b>5 Multiple choice questions</b>  <b>5 Fill in the blanks</b>  <b>10 Questions based on remembering and understanding basis with elements of application and identification.</b>	16	--	--	01	--	17	20	28.5 %

<b>Section B</b>  <b>This section includes 2,3,4 and 5 marker questions that are source based , case study based , paragraph based, integrated approach of the text.</b>	--	5	2	1	2	10	30	<b>43%</b>
<b>Section C</b>  <b>This section includes 2,3,4 and 5 marker questions that are evaluative, analytical, creating, contracting.</b>	--	2	1	2	1	6	20	<b>28.5%</b>
<b>No. of Questions</b>	<b>16</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>33</b>		
<b>Total marks</b>							<b>70</b>	<b>100%</b>