

**साप्ताहिक विच्छेदित पाठ्यक्रम 2023-24**

**CLASS - 12      SUBJECT - ETP**

Month	Week	Name of Chapter	Subtopic of Chapter	Period	Learning Outcomes
June	2nd, 3rd	Unit-01 entrepreneurial Opportunities and Enterprise creation	Sensing Entrepreneurial opportunities	10	After going through this unit, the student/ learner would be able to: • Comprehend the concept and elements of business opportunity • Discuss the process of sensing opportunities • Understand the need to scan the environment • Enlist the various forces affecting business environment Identify the different ideafield • Understand the concept of opportunity and marketassessment • Appreciate the ways in which trends can be spotted • Understand the process of creativity and innovation Transform ideas into business opportunities • 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 PrivateCompany • Appreciate the reasons for a private company being more desirable • Understand various steps in setting up of any business
	4th		Environment Scanning	5	
	5th		Market Assessment	4	
July	1st, 2nd		Identification of Entrepreneurial opportunities	4	
	2nd		Selection of an Enterprise	3	
	3rd		Steps in Setting up of an Enterprise	5	
	4th		Business Planning	3	After going through this unit, the student/ learner would be able to: • Appreciate the concept and importance of a Business
	4th, 6th		Concept of Project and Planning	4	

August	1st	Unit-02 Enterprise Planning and Resourcing	Formulation of Project Report and Project Appraisal	5	<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>• Develop a Business Plan</li> <li>• calculate various accounting ratios and compare and analyse the business status</li> <li>• calculate the Break even point and make analysis on the basis of that</li> <li>• know the various sources of venture capital</li> <li>• choose the type of technology required according to the need of the business</li> </ul>
	2nd		Resource Assessment- Financial and Non-Financial	5	
	3rd		Fixed and Working Capital Requirement	4	
	4th		Funds Flow Statement	6	
	5th		Accounting Ratios	3	
September	1st		Accounting Ratios	2	
	2nd		Break Even Analysis	5	
	4th		Venture Capital: Sources and Means of Funds	4	
	5th		Selection Of Technology	5	
	1st		General Management: Basic Management Functions	5	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic management functions and</li> </ul>

October	2nd	Unit-03 Enterprise Management	Production of goods and service- Quality, Quantity and Flow of Inputs.	6	their importance • Discuss the various marketing strategies used in a business • Explain Marketing Mix. • Understand the concept of Branding, Packaging and Labeling
	3rd		Managing Market: Meaning, Function of Marketing, Marketing Mix Product, Price, Place, Promotion (Advertisement and sales promotion)	5	• 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
	4th, 5th		Managing Finance- Sources of long- and short-term finances	5	• Understand the concept of personal selling, sales promotion, public relations • Discuss the various techniques of sales promotion • Understand the ways of negotiation in business • Understand the importance of Customer Relationship Management in business.
November	2nd		Managing Finance- Sources of long- and short-term finances	4	• Understand the concept and importance of financial management in business • Understands different types of costs and the methods of calculations
	3rd, 4th		Determination of cost, Income, Calculation of Profit / Loss	6	• Can calculate profit or loss • Understand the concept of growth & development of an enterprise
	5th		Determination of cost, Income, Calculation of Profit / Loss	3	• Discuss the concept, types, advantages and limitations of franchise

December	1st		Managing Growth and sustenance- Affecting Changes, Modernisation, Expansion, Diversification and Substitution.	2	<ul style="list-style-type: none"> <li>• Appreciate growth of business through mergers and acquisitions</li> <li>• Discuss the different types of mergers and acquisitions Understand the reasons for failure of mergers and acquisitions</li> </ul>
	2nd		Entrepreneurial Discipline- Laws of land, Ecology, Consumer's, Concept, Adherence to Contract and Credits.	6	
	3rd	Practical	Project Work	5	Expected Learning Outcomes from the Project: <ul style="list-style-type: none"> <li>• Presence of mind</li> <li>• Crisis management / Risk Management</li> <li>• Team work</li> <li>• Various options to start a businessventure</li> <li>• Importance of Qualityof the product</li> <li>• Understanding the needs of the customer</li> <li>• Any idea can be innovative if it's in accordance to people's need</li> <li>• Marketing strategies</li> </ul>
	4th		Project Planning	3	
	4th		Project Report : General Model	3	
	1st		Case Study	5	
	2nd		Project Analysis	2	
January					