

**COURSE STRUCTURE
CLASS XII (2020-21)**

One Theory Paper

**Max. Marks: 70
Time: 3 Hours**

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

COURSE CONTENT

The course content of Entrepreneurship is divided into 6 units and the project work given as follows. Each unit of the course is accompanied by the comprehensive set of learning outcomes and the competencies which will guide and provide direction for effective learning environment. However, during the course of curriculum delivery other aspects of learning outcomes may also emerge which may be taken into account by teachers for the holistic understanding of the subject.

Unit 1: Entrepreneurial Opportunity		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 • Environment 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 forces affecting business environment • Identify the different idea field 	

	<ul style="list-style-type: none"> • 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
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 planning 	<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 • 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"> • 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 • Understand the ways of negotiation in business • Understand the importance of Customer Relationship Management in business. • Understand the concept and importance of vendor management in business 	

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, types, advantages, limitations. • Mergers and Acquisition: Concept, reasons, types. • Reasons for failure of 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 franchise • Appreciate growth of business through mergers and acquisitions • Discuss the different types of mergers and acquisitions <ul style="list-style-type: none"> • Understand the reasons for failure of 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- Primary and Secondary • Stock Exchange- Concept, features, functions and importance • Securities and Exchange Board of India- History, establishment, powers • 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 • Understand the importance of secondary market for mobilization of 	

	<p>Resources</p> <ul style="list-style-type: none"> • To discuss the relevance of stock exchange for a business enterprise and in the economy. • Understand the role of SEBI in capital market. • Appreciate the Angel Investors and Venture Capitalists as a source of business finance.
Project Work	40 Periods
<ol style="list-style-type: none"> 1. Business Plan 2. Market Survey <ul style="list-style-type: none"> • 10 Marks each for 02 Projects • 5 Marks for Numerical Assessment • 5 Marks for Viva <p>Note: Students need to complete both the projects. Guidelines for both projects are given in the CBSE Textbook.</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

ENTREPRENEURSHIP (Code no. 066)
QUESTION PAPER DESIGN
CLASS XII (2020-21)

Time: 3 Hours

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

S.No.	Competencies	Total Marks	% Weightage
1.	<p>Remembering: Exhibit memory of previously learned material by recalling facts, listing elements, terms and basic concepts</p> <p>Understanding: Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas</p>	20	28.5%
2.	<p>Applying: Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in different ways.</p>	30	43%
3.	<p>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.</p> <p>Creating: Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions</p>	20	28.5%
	TOTAL	70	100%