

ENTREPRENEURSHIP (Code No. 066)
CLASS-XII (2016-17)

S. No.	Unit	Periods	Marks
1	Entrepreneurial Opportunities	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	
	Project Work	40	30
	Total	240	100

THEORY

Total Marks: 70

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 scan 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 ● 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: Entrepreneurial Planning**40 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Forms of Business Entities - Sole proprietorship, Joint Stock Company, etc. ● Business Plan ● Organisational plan ● Operational plan and production plan ● Financial plan ● Marketing Plan ● Human Resource Planning ● Creating the Plan ● Formalities for starting a business 	<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**40 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Goals of Business; Goal Setting. SMART Goals ● Marketing and Sales strategy ● Branding - Business name, logo, tag line ● Promotion strategy ● Negotiations - Importance and methods ● Customer Relations ● Employee and Vendor Management ● Business Failure - Reasons 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> ● Understand the goal setting and SMART goals ● Enlist the various marketing strategies used in a 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 distribution ● 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

	<p>promotion</p> <ul style="list-style-type: none"> ● 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 ● Explain the factors for effective employee relationship ● Explain the various reasons for business failure
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Unit 4: Enterprise Growth Strategies

20 Periods

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Franchising ● Merger and Acquisition ● Moving up the Value Chain and Value Addition 	<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 of franchise ● 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 ● Explain the concept of value addition ● Describe the different types of Value Addition ● State the meaning of value chain ● Discuss the Porters Model of Value Chain ● Understand the requirements for value chain management ● Difference between merger and acquisition

Unit 5: Business Arithmetic

40 Periods

Contents	Learning Outcomes
Business Arithmetic	After going through this unit, the student/

<ul style="list-style-type: none"> ● Unit of Sale, Unit Cost for multiple products or services ● Break even analysis for multiple products or services ● Importance and use of cash flow projections ● Budgeting and managing the finances ● Computation of working capital ● Inventory control and Economic order Quantity (EOQ) ● Return on Investment (ROI) and Return on Equity (ROE) 	<p>learner would be able to:</p> <ul style="list-style-type: none"> ● 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 ● Understand the meaning of Economic Order Quantity ● Enumerate the meaning of cash flow projection ● Explain the concept of working capital ● Understand the terminologies- financial management and budgets ● Calculate Return on Investment ● Explain the concept of Return on Equity
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Unit 6: Resource Mobilization

20 Periods

Contents	Learning Outcomes
<p>Resource Mobilization</p> <ul style="list-style-type: none"> ● Angel Investor ● Venture Capital Funds ● Stock Market - raising funds ● Specialized Financial Institutions 	<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 resources ● 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 ● Understand the role of SEBI ● Explain the concept of angel investors ● Explain the concept of venture capital ● Explain the role played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC

Project Work

40 Periods

- 1) Business Plan
- 2) Survey

Refer to the Guidelines issued by CBSE (Text Book)

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. M.M.P. Akhouri and S.P Mishra, Published 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), Published by Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
2. Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Enterprenurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008
3. Laghu Udhdyog Samachar
4. Project Profile by DCSSI

QUESTION PAPER DESIGN 2016-17

ENTREPRENEURSHIP

Code No. 066

CLASS-XII

TIME: 3 Hours

Max. Marks: 70

S. No	Typology of Questions	Learning outcomes & testing skills	Very Short Answer (VSA) (1 Mark)	Short Answer -I (SA-I) (2 Marks)	Long Answer 1 (LA-1) (3 Marks)	Long Answer 2 (LA-2) (4 Marks)	Essay Type (6 Marks)	Total Marks	% Weigh tage
1	Remembering- (Knowledge based simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	<ul style="list-style-type: none"> ● Reasoning ● Analytical skills ● Critical skills 	2	1	2	1	-	14	20%
2	Understanding- (Comprehension -to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		1	1	1	1	-	10	14%
3	Application- (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		1	2	1	-	2	20	29%
4	Higher Order Thinking Skills- (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources)		1	1	2	-	1	15	21%
5	Evaluation- (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	-	1	1+1 (Values based)	-	11	16%
	TOTAL - (3 project work as per guidelines 30)		5x1 =5	5x2 =10	7x3 =21	4x4 =16	3x6 =18	70 (24) (project) (30)	100%
	Estimated Time (in minutes)		5 min	15 min	42 min	48 min	55 min	165 min + 15 min. for revision	