

ENTREPRENEURSHIP (CODE NO. 066)
CLASS–XII (2014-15)

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

THEORY

Total Marks: 70

Unit 1: Entrepreneurial Opportunities

40 Periods

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Spotting Trends
- Creativity and Innovation
- Selecting the Right Opportunity

Unit 2: Enterprise Planning

40 Periods

- Forms of Business Entities – Sole proprietorship, Joint Stock Company, etc.
- Business Plan
- Organisational
- Operational and production
- Financial
- Marketing Plan
- Human Resource Planning
- Creating the Plan
- Formalities for starting a business

Unit 3: Enterprise Marketing

40 Periods

- 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
- Quality, Timeliness and Customer Satisfaction
- Business Failure - Reasons

Unit 4: Enterprise Growth Strategies

20 Periods

- Franchising
- Merger and Acquisition
- Moving up the Value Chain and Value Addition

Unit 5: Business Arithmetic

40 Periods

- Unit of Sale, Unit Cost, Unit Price 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 EOQ
- Return on Investment (ROI) and Return on Equity (ROE)

Unit 6: Resource Mobilization

20 Periods

- Angel Investor
- Venture Capital Funds
- Stock Market - raising funds
- Institutions
- Specialized Financial

Project Work

40 Periods

- 1) Business Plan
- 2) Survey

Refer to the Guidelines issued by CBSE

Prescribed Books:

01. Entrepreneurship - Class XI - C.B.S.E, Delhi
02. Entrepreneurship - Class XII - C.B.S.E., Delhi
03. Udyamita (in Hindi) by Dr. MMP. Akhoury and
S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD),
NSIC-PATC Campus, Okhla
04. Entrepreneurial Development by C.B Gupta and N.P Srinivasan, Publisher Sultan Chand & Sons, 1992
05. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

Magazines

01. Udyamita Samachar Patra (Monthly, Hindi), Pub. By centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
02. Science Tec. Entrepreneur (A Bi Monthly Publication), centre for Enterprenurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008
03. Laghu Udhog Samachar
04. Project Profile by DCSSI

QUESTION PAPER DESIGN 2014-15									
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	% Weightage
01	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%
02	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%
03	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%
04	High 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%
05	Evaluation and Multi-Disciplinary- (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- 2 project (15 marks each) 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	