

**MONTHWISE SYLLABUS FOR XII (2017-18)  
ENTREPRENEURSHIP (066)**

SL.NO	UNIT	NAME OF CHAPTER & CONTENT	MONTH
1	Unit :1	<b>Entrepreneurial Opportunities</b> <ul style="list-style-type: none"> <li>· Sensing Entrepreneurial Opportunities</li> <li>· Environment Scanning</li> <li>· Problem Identification</li> <li>· Spotting Trends</li> <li>· Creativity and Innovation</li> <li>· Selecting the Right Opportunity</li> </ul>	APRIL
2	Unit 2:	<b>Entrepreneurial Planning</b> <ul style="list-style-type: none"> <li>· Forms of Business Entities - Sole proprietorship, Joint Stock Company, etc.</li> <li>· Business Plan</li> <li>· Organisational plan</li> <li>· Operational plan and production plan</li> <li>· Financial plan</li> <li>· Marketing Plan</li> <li>· Human Resource Planning</li> <li>· Creating the Plan</li> <li>· Formalities for starting a business</li> </ul>	MAY-JUNE
3	Unit 3:	<b>Enterprise Marketing</b> <b>Contents Learning Outcomes</b> <ul style="list-style-type: none"> <li>· Goals of Business; Goal Setting. SMART Goals</li> <li>· Marketing and Sales strategy</li> <li>· Branding - Business name, logo, tag line</li> <li>· Promotion strategy</li> <li>· Negotiations - Importance and methods</li> <li>· Customer Relations</li> <li>· Employee and Vendor Management</li> <li>· Business Failure - Reasons</li> </ul>	JULY-AUGUST
4	Unit 4:	<b>Enterprise Growth Strategies</b> <b>Contents Learning Outcomes</b> <ul style="list-style-type: none"> <li>· Franchising</li> <li>· Merger and Acquisition</li> <li>· Moving up the Value Chain and Value Addition</li> </ul>	AUGUST-SEPTEMBER
5	Unit 5:	<b>Unit 5: Business Arithmetic</b> Unit of Sale, Unit Cost for multiple products or services <ul style="list-style-type: none"> <li>· Break even Analysis for multiple products or services</li> <li>· Importance and use of cash flow projections</li> <li>· Budgeting and managing the finances</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>	OCTOBER
	Unit 6:	<b>Resource Mobilization</b> <ul style="list-style-type: none"> <li>· Angel Investor</li> <li>· Venture Capital Funds</li> <li>· Stock Market - raising funds</li> <li>· Specialized Financial Institutions</li> </ul>	NOVEMBER
		<b>Part C- Project Work &amp; Revision</b>	

