

**ENTREPRENEURSHIP
CLASS XI-XII (2019-20)
(CODE NO. 066)**

Rationale

Development of school curriculum is a dynamic process responsive to the society and reflecting the needs and aspiration of its learners. Fast changing society deserves changes in educational curriculum particularly to establish relevance to emerging socio-economic environment; to ensure equity of opportunity and participation and finally promoting concern for excellence. In this context the course on entrepreneurship aims at instilling and stimulating human urge for excellence by realizing individual potential for generating and putting to use the inputs, relevant to social prosperity and thereby ensure decent means of living for every individual.

Objectives:

- Acquiring Entrepreneurial spirit and resourcefulness
- Familiarization with various uses of human resource for earning dignified means of living
- Understanding the concept and process of entrepreneurship - its contribution and role in the growth and development of individual and the nation
- Acquiring entrepreneurial quality, competency and motivation
- Learning the process and skills of creation and management of entrepreneurial venture.

**COURSE STRUCTURE
CLASS–XI (2019-20)**

One Theory Paper

Time: 3 Hours

Max. Marks: 70

S. No.	Unit	No. of Periods	Marks
1	Entrepreneurship - What, Why and How	15	15
2	An Entrepreneur	25	
3	Entrepreneurial Journey	30	20
4	Entrepreneurship as Innovation and Problem Solving	30	
5	Understanding the Market	40	15
6	Business Finance Arithmetic	30	20
7	Resource Mobilization	30	
	PROJECT WORK	40	30
	Total	240	100

COURSE CONTENT

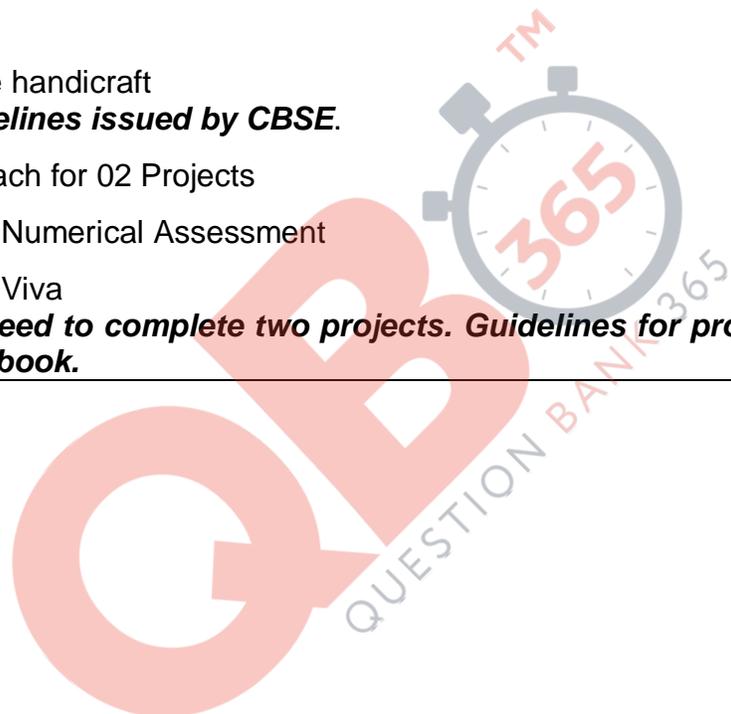
Unit 1: Entrepreneurship - What, Why and How		15 Periods
Contents	Learning Outcomes	
<ul style="list-style-type: none">• Entrepreneurship – Concept, Functions and Need• Why Entrepreneurship For You• Myths about Entrepreneurship• Pros and Cons of Entrepreneurship• Process of Entrepreneurship• Startup: Concept• Entrepreneurship – The Indian Scenario	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">• Understand the concept of Entrepreneurship• Assess how entrepreneurship can help shape one's career• Explain the functions of an Entrepreneur• Appreciate the need for Entrepreneurship in our economy• State the myths, advantages and disadvantages of Entrepreneurship• Describe the process of Entrepreneurship• Define a startup, its features• Describe the current scenario of Entrepreneurial activity in India	
Unit 2: An Entrepreneur		25
Periods		
Contents	Learning Outcomes	
<ul style="list-style-type: none">• Why be an Entrepreneur• Types of Entrepreneurs• Competencies and characteristics• Entrepreneurial Values, Attitudes and Motivation• Intrapreneur: Importance in any organization; Difference Entrepreneur & Intrapreneur	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">• Understand the motivations to become an entrepreneur• Differentiate between Entrepreneur and an employee• Differentiate between various types of entrepreneurs• Explain the competencies of an Entrepreneur• Assess their own entrepreneurial qualities and competencies• Appreciate the importance of Ethical Entrepreneurship• Understand the values, attitudes and	

	<p style="text-align: center;">motivation required by an Entrepreneur</p> <ul style="list-style-type: none"> State the meaning and importance of Intrapreneurship
<p>Unit 3: Entrepreneurship Journey Periods 30</p>	
Contents	Learning Outcomes
<ul style="list-style-type: none"> Self-Assessment of Qualities, Skills, Resources and Dreams Generation of Ideas Business Ideas vs. Business Opportunities Opportunity Assessment – Factors, Micro and Macro Market Environment Feasibility Study Business Plan Preparation Execution of Business Plan Role of networking in entrepreneurship 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> Identify different and your own personality type to become an entrepreneur Understand the meaning and triggers of idea generation Differentiate between business idea and business opportunity Understand factors involved in opportunity assessment Explain the concept of types of feasibility study Understand and apply the concept of Business Plan Explain how to execute a business plan Understand the reasons for success and failure of Business Plan Understand the role of networking in the growth of an Entrepreneur
<p>Unit 4: Entrepreneurship as Innovation and Problem Solving 30 Periods</p>	
Contents	Learning Outcomes
<ul style="list-style-type: none"> Entrepreneurs - as problem solvers Innovations and Entrepreneurial Ventures – Global and Indian Role of Technology – E-commerce and Social Media Social Entrepreneurship Concept Risk Taking-Concept; types of 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> Understand the role of entrepreneurs as problem solvers Appreciate the role of global and Indian innovations in entrepreneurial ventures Understand the role and importance of technology and digitization for new

business risks	<p>businesses</p> <ul style="list-style-type: none"> • Discuss the concept of social entrepreneurship • State the meaning of entrepreneurial risk and risk management
Unit 5: Understanding the Market 40 Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Market; Concept & Types • Market Research - Concept, Importance and Process • Marketing Mix 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Define market & its types • Understand the concept of Market Research • Learn how to conduct marketresearch • Understand the meaning and define stakeholders and customers for a business • Apply the process of Market Research • Understand the difference between market sensing and market testing • Learn how to conduct a market test for a business idea • Understand the meaning and way to design and define business models • Know about marketing mix; meaning, concept • Understand the elements of marketing mix
Unit 6: Business Finance and Arithmetic Periods	
30	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Unit of Sale, Unit Price and Unit Cost - for single product or service • Types of Costs - Start up, Variable and Fixed • Income Statement • Cash flow Projections • Break Even Analysis - for single 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the meaning and concept of the term Cash Inflow and Cash Out flow • Explain the terms- Unit Cost, Unit of Sale, Unit Price

<p>product or service</p>	<ul style="list-style-type: none"> • Calculate Per Unit Cost of a single product • Understand the concept of COST and its components - Start-up and operational Costs • Understand the importance and preparation of Income Statement • Prepare a Cash Flow Projection • Give the meaning of Break-even Point • Calculate between volume of a Single product or service • Differentiate between Cash flow & Cash flow Projections • Explain the concept of Profit, its calculation and the impact of direct and indirect expenses on the profit • Appreciate the importance of Cash Flow Projections in the smooth flow of finances in the business • Understand the concept of Break Even Analysis
<p>Unit 7: Resource Mobilization 30 Periods</p>	
<p align="center">Contents</p>	<p align="center">Learning Outcomes</p>
<ul style="list-style-type: none"> • Types of Resources - Human, Capital and Entrepreneurial tools and resources • Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. • Estimating Financial Resources requirement • Methods of meeting the financial requirements – Debt vs. Equity • Size and capital based classification of business enterprises. 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Give the meaning of Resource Mobilisation • Identify the different types of resources tools – Physical, Human, Entrepreneurial, Financial, Material, Intangible • Give the meaning of Business Finance and methods to secure it • Explain the difference, advantages and disadvantages of Debt and Equity • Estimate the financial requirements of an enterprise • State the meaning of fixed and

	<p>working capital</p> <ul style="list-style-type: none">• Explain the factors of affecting working capital• Describe the meaning of capital structure• Explain the different sources of finance
Project Work (Any Two files) 40 Periods	
<ol style="list-style-type: none">1. Visit and report of DIC2. Case Study3. Field Visit4. Learn to earn5. Know thy state handicraft <p>Refer to the guidelines issued by CBSE.</p> <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 two projects. Guidelines for project are given in the CBSE Textbook.</p>	



**COURSE STRUCTURE
CLASS XII (2019-20)**

One Theory Paper

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

S. No.	Unit	No. of Periods	Marks
1	Entrepreneurial Opportunities	40	30
2	Business 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

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 see 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

	<ul style="list-style-type: none"> • 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: Business Planning 40Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Business Plan • 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"> • 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 40Periods	
Contents	Learning Outcomes
<ul style="list-style-type: none"> • Marketing and Sales strategy • Branding - Business name, 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"> • Enlist the various marketing strategies used in a Business 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

	<p>distribution</p> <ul style="list-style-type: none"> • 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 promotion • 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
<p>Unit 4: Enterprise Growth Strategies 20 Periods</p>	
<p align="center">Contents</p>	<p align="center">Learning Outcomes</p>
<ul style="list-style-type: none"> • Franchising • Merger and Acquisition 	<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

	<p>of franchise</p> <ul style="list-style-type: none"> • 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
Unit 5: Business Arithmetic 40 Periods	
Contents	Learning Outcomes
<p>Business Arithmetic</p> <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) 	<ul style="list-style-type: none"> • After going through this unit, the student/ learner would be able to: • 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 • Explain the concept of working capital • Calculate Return on Investment; Return on Equity and Economic order quantity
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 	<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

	<p>resources</p> <ul style="list-style-type: none">• 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• Explain the concept of angel investors• Explain the concept of venture capital
Project Work	40 Periods
<ol style="list-style-type: none">1. Business Plan2. Survey <p>Refer to the Guidelines issued by CBSE</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
4. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

Magazines

1. UdyamitaSamacharPatra (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. LaghuUdhyogSamachar
4. Project Profile by DCSSI