

**DAV PUBLIC SCHOOLS, RANCHI ZONE**  
**Syllabus of Entrepreneurship(066) Class: XII**

<b>S.No.</b>	<b>Unit</b>	<b>Name and Contents</b>	<b>Month</b>
1.	Unit-1	<b>Unit 1: Entrepreneurial Opportunities</b> Sensing Entrepreneurial Opportunities Environment Scanning Problem Identification Spotting Trends Creativity and Innovation Selecting the Right Opportunity	April
2.	Unit-2	<b>Unit 2: Entrepreneurial Planning</b> . 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	May June
3.	Unit-3	<b>Unit 3: Enterprise Marketing</b> - 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	July- August
4	Unit-4	<b>Unit 4: Enterprise Growth Strategies</b> - Franchising - Merger and Acquisition  - Moving up the Value Chain and Value Addition	August- September
5	Unit-5	<b>Unit 5: Business Arithmetic</b> - 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 EOQ Return on Investment (ROI) and Return on Equity (ROE)	October
6	Unit-6	<b>Unit 6: Resource Mobilization</b> - Angel Investor Venture Capital Funds - Stock Market - raising funds - Specialized Financial Institutions	November
		<b>Part C : Project Work &amp; Revision</b>	December

### MARKING SCHEME

Unit	Name	S.A.1	S.A.-2
Unit -1	Entrepreneurial Opportunity	42	30
Unit-2	Enterprise Planning		
Unit - 3	Enterprise Marketing	28	20
Unit-4	Enterprise Growth Strategies	-	20
Unit- 5	Business Arithmetic	-	
Unit-6	Resource Mobilization	-	
	PROJECT WORK & REVISION		30
	TOTAL	70	100

### BLUE PRINT

Mks-- Chap	1	2	3	4	6	Total marks	INTERNAL DISTRIBUTION
Entrepreneurial Opportunity	3	2	3	2	6	30	
Enterprise Planning							
Enterprise Marketing		2	2	1	1	20	
Enterprise Growth Strategies	--						
Business Arithmetic	2	1	2	1	1	20	
Resource Mobilization							

### MARK ANALYSIS

MARKS	NO. OF QUESTION	TOT (Marks x no. of question )
1	5	5
2	5	10
3	7	21
4	4	16
6	3	18
	24	70