

D.A.V. Public School, Ranchi Zone
Syllabus of Subject :-EP-(2016-17) Class XI

S.N	Unit	Name and Contents	Month
1.	Unit-1	<p>Entrepreneurship - What, Why and How Entrepreneurship - What, Why and How · Entrepreneurship - Concept, Functions, Need and Importance Myths about Entrepreneurship · Pros and Cons of Entrepreneurship · Process of Entrepreneurship · State the myths, advantages and disadvantages of Entrepreneurship · Describe the process of Entrepreneurship.</p>	April
2.	Unit-2	<p>Unit 2: An Entrepreneur An Entrepreneur · Types of Entrepreneurs · Competencies and characteristics: Ethical Entrepreneurship · Entrepreneurial Value" Values, Attitudes and Motivation (Abraham Maslow & McClelland's theory · Mindset of an employee and an entrepreneur difference with · Differentiate between various types of entrepreneurs · Explain the competencies of an Entrepreneur · concept of Ethics · Appreciate the importance of Ethical Entrepreneurship · Highlight the value of ethics to an entrepreneur · Understand the values, attitudes and motivation required by an Entrepreneur · Differentiate between Entrepreneur and an employee · State the meaning and importance of Intrapreneurship</p>	May-June
3.	Unit-3	<p>Entrepreneurship Journey Entrepreneurship Journey · Self Assessment of Qualities, Skills, Resources and Dreams · Identify various personality types before starting any venture · Generation of Ideas · Understand the meaning and ways of generating ideas · Feasibility Study The concept of types of feasibility study · Opportunity Assessment: importance of opportunity assessment · Business Plan Preparation · Execution of Business Plan Understand the concept of Business Plan. Reasons for success and failure of Business Plan · Explain how to execute a business plan · Role of Society and Family in the growth of an entrepreneur. Challenges faced by women in Entrepreneurship. Explain the challenges faced by entrepreneur</p>	June-July
4.	Unit-4	<p>Entrepreneurship as Innovation and Problem Solving Entrepreneurs- as problem solvers. Innovations and Entrepreneurial Ventures. Social Entrepreneurship-Concept and Importance · Risk taking-Concept; types of business risks. · State the meaning of entrepreneurial risk and risk management · Differentiate between internal and external risk · The role of technology social media in creating new forms of firms, organizations, networks and cooperative clusters. · Barriers to Entrepreneurship. · Support structure for promoting entrepreneurship (various government schemes). for promoting entrepreneurship</p>	August September
5.	Unit-5	<p>Understanding the Market · concept of market and its evolution. Market- Traditional and E-commerce- Concept and Role · Types of Business: Understand the elements of business · Classify the different types of industry · Classify the different types of trade and its auxiliaries Manufacturing, Trading and Services. Analyse the market environment at Micro and Macro level · Market Forces: Sellers, consumers and competitors. · Expanding Markets: local to global, Strategies needed. Explain the meaning and process of Market Survey · Appreciate the role of Market Survey as a source of collecting market information. · process of market research Understand the strategy of market expansion and development. Marketing Mix: Concept and Elements Pricing and Factors affecting pricing. levels of channels of distribution · Explain the tools of promotion mix · Analyse the factors affecting price determination Market Survey: Concept, Importance and Process</p>	September October
6.	Unit-6	<p>Business Arithmetic · Simplified Cash Register and Record Keeping. cash inflow and outflow of preparing a Cash Register · Understand the importance and technique of preparing a Cash Register. Income Statement- Cashflow Projections concept of COST and its · components Start-up, operational Costs Unit of Sale, Unit Price and Unit Cost - for single product or service · concept of COSI- and its components Start-up, operational Costs Types of Costs - Start up, Variable and Fixed · Break Even Analysis - for single product or service Taxes (Direct & Indirect)</p>	October November

7.	Unit-7	Resource Mobilization · Types of Resources - Human, Capital and Other Resources Selection and utilization of human Resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. Role and Importance of a Mentor Estimating Financial Resources required. Methods of meeting the financial requirements. · Size and capital based classification of business enterprises. State the meaning of fixed and working capital · Explain the factors of affecting working capital Describe the meaning of capital structure Explain the different sources of finance Various sources of Information. Classify the business and industry · Identify the various sources for an Entrepreneur	November December
8.		Part C : Project Work & Revision	January

MARKING SCHEME

Unit	Name	S.A.1	S.A.-2
Unit -1	Entrepreneurship: Concept and Functions	30	15
Unit-2	An Entrepreneur		
Unit-3	Entrepreneurial Journey	40	20
Unit-4	Entrepreneurship as Innovation and Problem ~ solving		
REVISION & SA1			
Unit - 5	Concept of market		15
Unit-6	Business Arithmetic		20
Unit-7	Resource Mobilization		
	PROJECT WORK &		30
	REVISION		
	TOTAL	70	100

BLUE PRINT

CHAPTER	1	2	3	4	6	Total marks	INT. DIST.
1. Entrepreneurship: Concept and Functions	1	2	2	1	-	15	6+7
2. An Entrepreneur							
3. Entrepreneurial Journey	-	2	2	1	1	20	10+10
3. Entrepreneurship as Innovation and Problem solving							
4. Concept of market	2	-	1	1	1	15	-
5. Business Arithmetic	2	1	2	1	1	20	10+10
6. Resource Mobilization							

MARK ANALYSIS

MARKS	NO. OF QUESTION	TOT.(marks Of question)
1	5	5
2	5	10
3	7	21
4	4	16
6	3	18
	24	70