

CHOITHRAM SCHOOL, MANIK BAGH, INDORE

ANNUAL CURRICULUM PLAN SESSION 2017 – 2018

CLASS: XII

SUBJECT: ENTREPRENEURSHIP

Month & Working Days	Theme/ Sub-theme	Learning Objectives		Activities & Resources	Expected Learning Outcomes	Assessment
		Subject Specific (Content Based)	Behavioural (Application based)			
MARCH & APRIL 28 DAYS	(I) Entrepreneurial opportunity <ul style="list-style-type: none"> Sensing entrepreneurial opportunity Environmental scanning Problem identification Spotting trends creativity & innovation selecting right opportunity 	After completion of the chapter student would learn- <ul style="list-style-type: none"> Understanding the concept & elements of business opportunity Factors involved in sensing opportunity Concept of environment 	<ul style="list-style-type: none"> Understand the concepts and elements of business opportunities. Understand the meaning and ways for spotting trend. Access the opportunities prevailing for budding entrepreneurs. Analyse the impact of contributions by entrepreneurs on 	Activity on trend spotting and sensing entrepreneurial opportunities CASE STUDY	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> Understand the concepts and elements of business opportunities. Understand the meaning and ways for spotting trend. Access the opportunities prevailing for budding 	Case study discussion of Travelkhanna.com (introduction)

		scanning <ul style="list-style-type: none"> • Enlist factors effecting business environment • Understanding meaning & sources of idea field • Techniques of transforming of ideas into opportunity • Elaborate on the creative & innovative processes 	economy. <ul style="list-style-type: none"> • To analyse how technical, political, ecological, economical, socio cultural and legal factors are effecting businesses.. • Develop problem solving as well as decision making skills. • The student can identify opportunities with potential for innovation. 		entrepreneurs. <ul style="list-style-type: none"> • Analyse the impact of contributions by entrepreneurs on economy. • To analyse how technical, political, ecological, economical, socio cultural and legal factors are effecting businesses.. • Develop problem solving as well as decision making skills. • The student can identify opportunities with potential for innovation. 	
JUNE 14 DAYS	(II)Enterprise planning <ul style="list-style-type: none"> • Forms of business entities • Creating the plan • Business plan 	Student will learn- <ul style="list-style-type: none"> • Types of economic activities • Forms of business organization • Meaning & 	<ul style="list-style-type: none"> • The student is able to cooperate in a multidisciplinary team in order to plan and carry out activities in the innovation and entrepreneurship process. 	PROJECT ON BUSINESS PLAN	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> • Understand the method of preparing business plan. • Understand the contents of 	PROJECT

		<p>format of business plan</p> <ul style="list-style-type: none"> • Production plan • Operational plan • Organizational plan • Financial plan • Marketing plan • Man power planning • Assessment of risk 	<ul style="list-style-type: none"> • The student is able cooperate with relevant external stakeholders in the innovation and entrepreneurship process. • The student is able to use her or his insights in team collaboration and actively contribute to and manage the progression of the innovation and entrepreneurship process. • The student can apply theoretical models and methods to act and make decisions in an innovation and entrepreneurship process and is able to reflect upon this process. 		<p>business plan.</p> <ul style="list-style-type: none"> • Understand to prepare financial plan, marketing plan, human resource plan as well as production plan. • Analyse the relatedness or interdependency of different types of plans. • Prepare their own business plans effectively. 	
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<p>July</p> <p>21 DAYS</p>	<p>(III)Enterprise marketing</p> <ul style="list-style-type: none"> • Goals of business • Marketing and sales strategies • Branding • Promotion • Negotiation • Customer relation • Employee and vendor management • Quality, timeline and customer satisfaction • Business failure 	<p>Student will learn</p> <ul style="list-style-type: none"> • Understand what goal setting and SMART goals • Aware about various marketing strategies used in a firm • Understand the concept of 4P'S • Enlist various selling strategies used in firms • Understand various concept like brand, logo & tagline • Meaning & method of negotiation • Importance of customer • Importance of employee and vendor management • Importance of 	<ul style="list-style-type: none"> • Create, identify and act on new opportunities. • Identify the impact of marketing on consumers and customers • Developing managerial skills • Understanding of relevance of employee retention and customer retention • Understand the relevance of branding, packaging and labeling • Developing negotiation skills • Establishing the goals for start-ups. 	<p>Preparation of marketing mix</p>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the procedure of goal setting by considering SMART goals. • Analyse the marketing techniques used by businesses. • Decide their own marketing mix (4 P's, product, price, place, promotions). • Use critical thinking skills in business situations. • Analyse probable reasons behind failures of businesses. • Develop negotiations skills. • Evaluate the role of a vendor in business. • Develop decision making skills. 	<p>Home Assignment will be given</p>
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		<p>quality in customer satisfaction</p> <ul style="list-style-type: none"> • Various reasons of business failure 			<ul style="list-style-type: none"> • Enhance creativity 	
<p>August 19 DAYS</p>	<p>(IV)Enterprise growth strategies</p> <ul style="list-style-type: none"> • Franchising • Mergers & acquisitions <p>Value addition & moving up the value chain</p>	<p>Student will learn</p> <ul style="list-style-type: none"> • Detail about franchising • Types of franchising • Firms growth through mergers & acquisition • Types of mergers • Meaning & type of acquisition • Reason of mergers & acquisition • Reasons of failure of merger & acquisition • Concept of value addition 	<ul style="list-style-type: none"> • Profit sharing • Value addition • Acceptance • Adaptability • Following legal obligations • Risk sharing • Fulfillment of social responsibility 	<p>Activities of franchising</p>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concept and ways contributing in the growth and development of enterprise. • Understand the concept of mergers and acquisitions • Analyse the causes of failures of mergers and acquisitions. • Comply the legal formalities involved in franchising. • Understand the concept of value chain. 	<p>Report making</p>

		<ul style="list-style-type: none"> • Meaning of value chain • Value chain management 			<ul style="list-style-type: none"> • Understand the relevance of social responsibility by mergers, acquisitions, and franchising. 	
AUGUST & SEPTEMBER(20 DAYS)	(V)Business arithmetic <ul style="list-style-type: none"> • unit of sale, unit cost, unit price for multiple product • break even analysis for multiple product • importance and use of cash flow projection • Budgeting and managing of finance • Computation of working capital • Inventory control and EOQ • Return on investment and 	Student will learn <ul style="list-style-type: none"> • The concept of unit price • Calculation of breakeven point for multiple products • Meaning of inventory control & economic order quantity • Meaning of cash flow • Concept of working capital • Terminology of financial management & budgets • Calculate return 	<ul style="list-style-type: none"> • Decision making skills. • Development of thoughtful insight. • Optimum utilization of financial resources. • Appreciate investments. • Encouraging savings to face contingencies. 	Practice questions	<ul style="list-style-type: none"> • Students will be able to calculate unit cost, unit price. • Students will be capable of calculating breakeven point of multiple products. • Students can calculate EOQ. • To take decisions for investments on the basis of ROI and ROE. • Students will be able to identify the working Capital requirement. • Students would learn how use financial 	Home Assignment will be given

	return on equity	<p>on investment</p> <ul style="list-style-type: none"> • Concept of return on equity 			<p>resources optimumly.</p> <ul style="list-style-type: none"> • Students can predict cash flow requirements for planning the growth and expansion of business. • Students can interpret the netwoth of the company by using the financial tools. 	
OCTOBER & NOVEMBER (8+18 DAYS)	<p>Resource mobilization</p> <ul style="list-style-type: none"> • Angel investor • Venture capital funds • Stock market-raising funds • Specialized financial institution • Specialized financial institution. 	<p>Student will learn-</p> <ul style="list-style-type: none"> • Various sources of funds required for a firm • Raising funds through financial markets • Methods of flotation for new issue • Relevance of stock exchange as a medium through which funds can be 	<ul style="list-style-type: none"> • Development of analytical skills. • Optimum utilization of resources. • Understand the relevance of stock exchange. • Understanding of financial trends. • Protection of investors' interests. • Awareness about various sources available for finance. • Encouraging 	Case study	<p>After going through this unit, the student/learner would be able to:</p> <ul style="list-style-type: none"> • To analyse the need of finance in the Business. • To understand the various sources of funds required for a firm. • To understand the methods of raising finance in primary market and relevance of secondary market for mobilization of resources. 	Home Assignment will be given

		<p>raised</p> <ul style="list-style-type: none"> • Role of SEBI • Concept of angel investor • Concept of venture capital • Role played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC.. 	<p>budding entrepreneurs.</p> <ul style="list-style-type: none"> • Relevance of role played by angel investors. 		<ul style="list-style-type: none"> • To understand the importance of secondary market for mobilization or resources. • To understand the relevance of stock exchange as a medium through which funds can be raised. • To understand the role of SEBI. • To explain the role of angel investors and venture capitalists. • To explain the objectives played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC. • To understand the financial trends. • Evaluate the role of SEBI in protecting the interests of investors. 	
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<p>December</p> <p>12 DAYS</p>	<p>Project work</p> <ul style="list-style-type: none"> • Practical examination guidelines • Market survey of existing products • Questionnaire analysis • Business plan implementation 	<p>Student will learn-</p> <ul style="list-style-type: none"> • Practical examination guidelines • Market survey of existing products • Questionnaire analysis • Business plan implementation 				<p>implementation of project work as an activity</p>
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