

CHOITHRAM SCHOOL, MANIK BAGH, INDORE

ANNUAL CURRICULUM PLAN SESSION– 2020-21

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 and April	<p><u>Unit-3</u> <u>ENTERPRISE MARKETING</u></p> <ul style="list-style-type: none"> Marketing and Sales Strategy Branding, Logo, Tagline Promotion Strategy Negotiations - Importance and Methods Customer Relationship Management Vendor Management 	<p>Students will be able to:</p> <ul style="list-style-type: none"> Discuss the various marketing strategies used in a business Explain Marketing Mix. Understand the concept of Branding, Packaging and Labeling Describe the various methods of Pricing Discuss the various factors affecting the channels of distribution Understand the concept and types of sales strategy 	<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. 	<ul style="list-style-type: none"> Video on marketing mix Case study of Harley Davidson on marketing mix Video on branding Task wherein students have to select a company and they 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> 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. 	<p>Students will be assessed on the basis of their performance during the activity</p>

		<ul style="list-style-type: none"> • Discuss different tools of promotion • Appreciate the objectives and different modes of Advertising • Understand the concept of personal selling, sales promotion, public relations • Discuss the various techniques of sales promotion • Understand the ways of negotiation in business • Understand the importance of Customer Relationship Management in business. • Understand the concept and importance of vendor management in business 	<ul style="list-style-type: none"> • Students will be able to inculcate following competencies among them: <ul style="list-style-type: none"> • Persistence • Negotiation • Collaboration • Ethical behavior • team spirit 	<p>have to collect the details about the product mix of the selected company on the basis of the guidelines provided</p> <p>Art Integration</p> <ul style="list-style-type: none"> • Activity on logo and tagline making of an innovative product. 	<ul style="list-style-type: none"> • Develop negotiations skills. • Evaluate the role of a vendor in business. • Develop decision making skills. • Enhance creativity 	
May and June	<p><u>Unit- 4</u></p> <p><u>Enterprise growth strategies</u></p> <ul style="list-style-type: none"> • Franchising: Concept, types, advantages, limitations. 	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand the concept of growth & development of an enterprise • Discuss the concept, types, advantages and 	<p>Students will develop following Competencies:</p> <ul style="list-style-type: none"> • Need for achievement • Initiative • Analytical thinking • risk vs reward 	<p>Video on franchising agreement of maruti will be shown and discussed.</p>	<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 	<p>Students will be assessed on the basis of their responses</p>

	<ul style="list-style-type: none"> • Mergers and Acquisition: Concept, reasons, types. • Reasons for failure of Mergers and Acquisitions. 	<p>limitations of franchise</p> <ul style="list-style-type: none"> • Appreciate growth of business through mergers and acquisitions • Discuss the different types of mergers and acquisitions • Understand the reasons for failure of mergers and acquisitions 	<ul style="list-style-type: none"> • Collaboration • Synergy • leadership 		<ul style="list-style-type: none"> • Discuss the concept, types, advantages and limitations of franchise • Appreciate growth of business through mergers and acquisitions • Discuss the different types of mergers and acquisitions • Understand the reasons for failure of mergers and acquisitions • Develop following Competencies: <ul style="list-style-type: none"> • Need for achievement • Initiative • Analytical thinking • risk vs reward • Collaboration • Synergy • leadership 	during discussion of franchising agreement
July	<p>(I)Entrepreneurial opportunity</p> <ul style="list-style-type: none"> • Sensing entrepreneurial opportunity • Environmental scanning • Problem identification • Spotting trends • creativity & innovation • selecting right opportunity 	<p>After completion of the chapter student would learn-</p> <ul style="list-style-type: none"> • Students will understand the concept and elements of business opportunity. • Students will know about the process 	<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. 	<p>CASE STUDY- La Opala, travel khaana, Oyo rooms</p> <p>Art Integration</p>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concepts and elements of business opportunities. • Understand the meaning and ways for spotting trend. 	<p>Students will be assessed on the basis of their responses during the discussion of the case.</p>

		<p>involved in sensing opportunities.</p> <ul style="list-style-type: none"> • Students will give the meaning of environment scanning. • Students will understand the need to scan the environment. • Students will analyse the various forces affecting business environment. • Students will understand the different fields of ideas. • Students will be able to synthesize the macro and micro environment factors. • Students will enlist the various sources of idea fields. • Students will be able to apply the process of transformation of ideas into opportunities. • Students will understand the meaning of trend spotting. • Students will learn the concept of opportunity assessment. • Students will identify 	<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. • Students will develop following competencies among them: <ul style="list-style-type: none"> • Analytical and logical thinking • Innovation • Creativity • Decision making • Self- confidence. 	<ul style="list-style-type: none"> • Poster making showing impact of social and economic environment on business 	<ul style="list-style-type: none"> • Access the opportunities prevailing for budding entrepreneurs. • 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. 	
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		<p>the different ways of spotting trends.</p> <ul style="list-style-type: none"> • Students will differentiate the process of creativity and innovation. 				
August	<p>(II)Enterprise planning</p> <ul style="list-style-type: none"> • Forms of business organization- Sole proprietorship, Partnership, Company • Business Plan: concept, format. • Components: • Organisational plan • Operational plan • Production plan • Financial plan • Marketing plan • Human Resource planning 	<p>Student will learn to-</p> <p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Recall the meaning of the various forms of business organization • Understand the characteristics of the various forms of business organization • Understand the difference between a Public and Private Company • Appreciate the reasons for a private company being more desirable • Appreciate the concept and importance of a Business Plan • Describe the various 	<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. • 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 	<p>PROJECT ON BUSINESS PLAN OF AN INNOVATIVE PRODUCT OR SERVICE</p>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the method of preparing business plan. • Understand the contents of business plan. • 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. 	<p>Students will be assessed on the basis of the PROJECT on business plan</p>

		<p>components of Business plan</p> <ul style="list-style-type: none"> Differentiate among the various components of Business plan Develop a Business Plan 	<p>entrepreneurship process and is able to reflect upon this process.</p> <ul style="list-style-type: none"> Develop following competencies: <ul style="list-style-type: none"> Analytical and critical thinking personal responsibility Determination Resourceful collaboration 			
SEPTEMBER & OCT	<p>(V)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) 	<p>Student will learn</p> <ul style="list-style-type: none"> The concept of unit cost and unit price Calculation of breakeven point for multiple products Meaning of inventory control & economic order quantity Concept of working capital Calculate return on investment Concept of return on equity 	<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. 	<p>Income statement of companies will be shown to the students and analysis will be done.</p>	<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 resources optimally. 	<p>Home Assignment will be given on ROI, ROE, BEP and EOQ</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 net worth of the company by using the financial tools. 	
NOVEMBER	Resource mobilization <ul style="list-style-type: none"> • Capital Market- Primary and Secondary • Stock Exchange- Concept, features, functions and importance • Securities and Exchange Board of India- History, establishment, powers • Angel Investor: Features • Venture Capital: Features, funding. 	Students will learn to: <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 resources • Give the meaning of stock exchange • Raising funds through financial markets • Understand the relevance of stock 	<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 budding entrepreneurs. • Relevance of role played by angel investors. 	Seminar on capital market will be conducted	After going through this unit, the student/ learner would be able to: <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. • To understand the importance of secondary market for mobilization or resources. • To Understand the role of SEBI in capital market. 	Students have to prepare a file for opening and closing prices of 5 scripts as per their choice and note the profit and loss for 5 days.

		<p>exchange as a medium through which funds can be raised</p> <ul style="list-style-type: none"> • Explain the concept of angel investors • Explain the concept of venture capital 			<ul style="list-style-type: none"> • To understand the relevance of stock exchange as a medium through which funds can be raised. • To explain the role of angel investors and venture capitalists. • To understand the financial trends. 	
December	<p>Project work</p> <p>Practical examination guidelines:</p> <ul style="list-style-type: none"> • Market survey • Business implementation plan 	<p>Student will learn-</p> <ul style="list-style-type: none"> • Practical examination guidelines • Market survey of existing products • Questionnaire analysis • Business plan implementation 				