

ENTREPRENEURSHIP
CLASS XI(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
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 	

	<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 Marketing40Periods	
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
Unit 4: Enterprise Growth Strategies20Periods	
Contents	Learning Outcomes
<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

	of franchise <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 Arithmetic40 Periods	
Contents	Learning Outcomes
Business Arithmetic <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 Mobilization20 Periods	
Contents	Learning Outcomes
Resource Mobilization <ul style="list-style-type: none"> • Angel Investor • Venture Capital Funds • Stock Market – raising funds 	After going through this unit, the student/ learner would be able 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