

**ENTREPRENEURSHIP**  
**CLASS XII (2022-23)**  
**(CODE NO. 066)**

**Rationale**

School curriculum is a dynamic process. It continuously evolves itself reflecting the needs and aspirations of learners. In recent times, our society is influenced by knowledge creation and technological advancements. Competencies affecting Innovation and creativity have become important in all walks of life, including business context. This makes entrepreneurship education even more important for enhancing quality of life.

Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.

**Objectives:**

- To develop Entrepreneurial mindset among Higher Secondary School children.
- To encourage school children to opt for self-employment as a viable option for earning dignified means of living.
- To enable students to appreciate the dynamic changes happening in the economy.
- To acquaint the students about the role of Entrepreneurship in the growth and economic development of the nation.
- To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

**COURSE STRUCTURE****CLASS XII (2022-23)****Theory Paper****Time: 3 hours****Maximum marks: 70**

<b>S.No.</b>	<b>Unit</b>	<b>No. of Periods</b>	<b>Marks</b>
Unit 1	Entrepreneurial Opportunity	40	30
Unit 2	Entrepreneurial Planning	40	
Unit 3	Enterprise Marketing	40	20
Unit 4	Enterprise Growth Strategies	20	
Unit 5	Business Arithmetic	40	20
Unit 6	Resource Mobilization	20	
	<b>Total</b>	<b>200</b>	<b>70</b>
	<b>Project Work</b>	40	30
	<b>Total</b>	<b>240</b>	<b>100</b>

**COURSE CONTENT**

<b>Unit 1: Entrepreneurial Opportunity</b>		<b>40 Periods</b>
<b>Competencies: Scanning the environment; Analytical and logical thinking; Innovation and creativity; Decision making; self-confidence.</b>		
<b>Contents</b>	<b>Learning Outcomes</b>	
<ul style="list-style-type: none"><li>• Sensing Entrepreneurial Opportunities</li><li>• Environment Scanning</li><li>• Problem Identification</li><li>• Idea fields</li><li>• Spotting Trends</li><li>• Creativity and Innovation</li><li>• Selecting the Right Opportunity</li></ul>	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"><li>• Comprehend the concept and elements of business opportunity</li><li>• Discuss the process of sensing opportunities</li><li>• Understand the need to scan the environment</li><li>• Enlist the various forces affecting business environment</li><li>• Identify the different idea field</li></ul>	

	<ul style="list-style-type: none"> <li>• Understand the concept of opportunity and market assessment</li> <li>• Appreciate the ways in which trends can be spotted</li> <li>• Understand the process of creativity and innovation</li> <li>• Transform ideas into business opportunities</li> </ul>
<b>Unit 2: Entrepreneurial Planning</b>	
<b>40 Periods</b>	
<b>Competencies: Analytical and critical thinking; personal responsibility; determination; Resourceful; collaboration</b>	
<b>Contents</b>	<b>Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Forms of business organization- Sole proprietorship, Partnership, Company</li> <li>• Business Plan: concept, format.</li> <li>• Components: Organisational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource plan</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Recall the meaning of the various forms of business organization</li> <li>• Understand the characteristics of the various forms of business organization</li> <li>• Understand the difference between a Public and Private Company</li> <li>• Appreciate the reasons for a private company being more desirable</li> <li>• Appreciate the concept and importance of a Business Plan</li> <li>• Describe the various components of Business plan</li> <li>• Differentiate among the various components of Business plan</li> <li>• Develop a Business Plan</li> </ul>
<b>Unit 3: Enterprise Marketing</b>	
<b>40 Periods</b>	
<b>Competencies: Persistence, Negotiation, Collaboration, Ethical behavior, team spirit;</b>	
<b>Contents</b>	<b>Learning Outcomes</b>

<ul style="list-style-type: none"> <li>• Marketing and Sales Strategy</li> <li>• Branding, Logo, Tagline</li> <li>• Promotion Strategy</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the various marketing strategies used in a business</li> <li>• Explain Marketing Mix.</li> <li>• Understand the concept of Branding, Packaging and Labeling</li> <li>• Describe the various methods of Pricing</li> <li>• Discuss the various factors affecting the channels of distribution</li> <li>• Understand the concept and types of sales strategy</li> <li>• Discuss different tools of promotion</li> <li>• Appreciate the objectives and different modes of Advertising</li> <li>• Understand the concept of personal selling, sales promotion, public relations</li> <li>• Discuss the various techniques of sales promotion</li> </ul>
<b>Unit 4: Enterprise Growth Strategies</b>	
<b>20 Periods</b>	
<b>Competencies: Need for achievement, Initiative, Analytical thinking, risk vs reward, collaboration, synergy, leadership,</b>	
<b>Contents</b>	<b>Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Franchising: Concept and types</li> <li>• Franchising: Advantages and limitations to franchisor and franchisee.</li> <li>• Mergers and Acquisition: Concept, reasons and types.</li> <li>• Reasons for mergers and acquisitions</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of growth &amp; development of an enterprise</li> <li>• Discuss the concept, types, advantages and limitations of franchising</li> <li>• Appreciate growth of business through mergers and acquisitions</li> <li>• Discuss the different types of mergers and acquisitions</li> <li>• Discuss the reasons for mergers and acquisitions</li> </ul>
<b>Unit 5: Business Arithmetic</b>	
<b>40 Periods</b>	
<b>Competencies: Arithmetic skills, critical analysis, decision making, self-confidence, problem solving.</b>	
<b>Contents</b>	<b>Learning Outcomes</b>

<ul style="list-style-type: none"> <li>• Unit of Sale, Unit Cost for multiple products or services</li> <li>• Break even Analysis for multiple products or services</li> <li>• Computation of Working Capital</li> <li>• Inventory Control and EOQ</li> <li>• Return on Investment (ROI) and Return on Equity (ROE)</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of Unit Cost and Unit Price</li> <li>• Calculate Break-even point for Multiple products and services.</li> <li>• Understand the concept of Inventory Control</li> <li>• Compute the working capital of a business.</li> <li>• Calculate Return on Investment; Return on Equity and Economic Order Quantity</li> </ul>
<b>Unit 6: Resource Mobilization</b> <span style="float: right;"><b>20 Periods</b></span>	
<b>Competencies: Risk taking, Communication, Persuasion, Networking, Ethical behavior</b>	
Contents	Learning Outcomes
<ul style="list-style-type: none"> <li>• Capital Market: Concept</li> <li>• Primary market: Concept, methods of issue</li> <li>• Angel Investor: Features</li> <li>• Venture Capital: Features, funding.</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the need of finance in Business</li> <li>• Discuss the various sources of funds required for a firm</li> <li>• Understand the ways of raising funds in primary market</li> <li>• Appreciate the Angel Investors and Venture Capitalists as a source of business finance.</li> </ul>

## **PROJECT WORK**

Students have to do **TWO projects** in the entire academic session.

TOPICS FOR THE PROJECT:

1. Business Plan
  2. Market Survey
- 10 Marks each for 02 Projects
  - 5 Marks for Numerical Assessment
  - 5 Marks for Viva

***Note: Students need to complete both the projects. Guidelines for both projects are given in the CBSE Textbook.***

### **1.The objectives of the project work:**

Objectives of project work are to enable learners to:

- probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XI-XII.
- analyse and evaluate real world scenarios using theoretical constructs and arguments
- demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work
- follow up aspects in which learners have interest
- develop the communication skills to argue logically

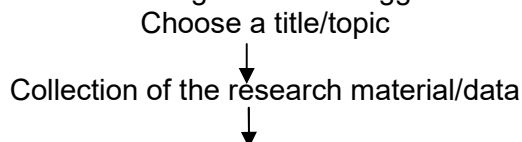
### **2. Role of the teacher:**

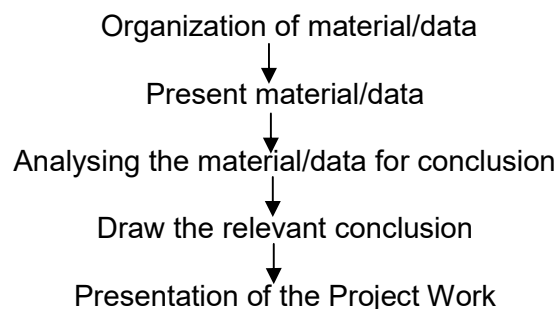
The teacher plays a critical role in developing thinking skills of the learners. A teacher should:

- help each learner select the topic after detailed discussions and deliberations of the topic;
- play the role of a facilitator to support and monitor the project work of the learner through periodic discussions;
- guide the research work in terms of sources for the relevant data;
- ensure that students must understand the relevance and usage of primary evidence and other sources in their projects and duly acknowledge the same;
- ensure that the students are able to derive a conclusion from the content; cite the limitations faced during the research and give appropriate references used in doing the research work.
- educate learner about plagiarism and the importance of quoting the source of the information to ensure authenticity of research work.
- prepare the learner for the presentation of the project work.
- arrange a presentation of the project file.

### **3. Steps involved in the conduct of the project:**

Students may work upon the following lines as a suggested flow chart:





#### 4. **Expected Checklist for the Project Work:**

- Introduction of topic/title
- Identifying the product/service
- Various stakeholders and effect on each of them
- Use of different tools for market assessment and it's analysis
- Implication of 4P's in the process of marketing
- Calculation of various costs involved in the business planning process
- Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

#### 5. **Viva-Voce**

- At the end of the academic session, each learner will present the research work in the Project File to the External examiner.
- The questions should be asked from the Research Work/ Project File of the learner.
- The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.
- In case of any doubt, authenticity should be checked and verified.

*Guidelines to do the project is given in the textbook*

#### **Prescribed Books:**

1. Entrepreneurship - Class XI- C.B.S.E, Delhi
2. Entrepreneurship - Class XII - C.B.S.E., Delhi
3. Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla

#### **Magazines**

1. Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
2. Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal -462008
3. Laghu Udhog Samachar
4. Project Profile by DCSSI

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**QUESTION PAPER DESIGN**  
**CLASS XII (2022-23)**

S.No.	Competencies	Total Marks	% Weightage
1.	<p><b>Remembering:</b> Exhibit memory of previously learned material by recalling facts, listing elements, terms and basic concepts</p> <p><b>Understanding:</b> Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas</p>	20	28.5%
2.	<b>Applying:</b> Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in different ways.	30	43%
3.	<p><b>Analysing and Evaluating:</b> Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations, integrated learning; Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.</p> <p><b>Creating:</b> Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions</p>	20	28.5%
	<b>TOTAL</b>	<b>70</b>	<b>100%</b>