20. ENTREPRENEURSHIP (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 in 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

CLASS–XI (2018-19)

S. No.	Unit	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 Arithmetic	30	20
7	Resource Mobilization	30	
	PROJECT WORK	40	30
	Total	**240**	**100**

THEORY **Total Marks: 70**

Class XI

Unit 1: Entrepreneurship - What, Why and How **15 Periods**

Contents	Learning Outcomes
• Entrepreneurship – Concept, Functions, Need and Importance • Why Entrepreneurship For You • Myths about Entrepreneurship • Pros and Cons of Entrepreneurship • Process of Entrepreneurship • Startup and its stages • Entrepreneurship – The Indian Scenario	**After going through this unit, the student/ learner would be able to:** • 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 • Understand the meaning and define a startup • Describe the current scenario of Entrepreneurial activity in India

Unit 2: An Entrepreneur - **25 Periods**

Contents	Learning Outcomes
• Why be an Entrepreneur • Types of Entrepreneurs • Competencies and characteristics: Ethical Entrepreneurship • Entrepreneurial Values, Attitudes and Motivation • Mindset of an employee and an entrepreneur difference • Intrapreneur: Importance in any organisation	**After going through this unit, the student/ learner would be able to:** • Understand the motivations to become an entrepreneur • Differentiate between various types of entrepreneurs • Explain the competencies of an Entrepreneur • Assess their own entrepreneurial qualities and competencies • Understand the 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 and their thinking style • State the meaning and importance of Intrapreneurship

Unit 3: Entrepreneurship Journey - 30 Periods

Contents	Learning Outcomes
• Self-Assessment of Qualities, Skills, Resources and Dreams. • Generation of Ideas. • Business Ideas vs. Business Opportunities • Opportunity Assessment – Factors, Micro and Macro Market Environment • Feasibility Study • Business Plan Preparation • Execution of Business Plan • Role of networking in entrepreneurship	**After going through this unit, the student/ learner would be able to:** • Identify different and your own personality type to become an entrepreneur • Understand the meaning and triggers of idea generation • Differentiate between business idea and business opportunity • Understand factors involved in opportunity assessment • Explain the concept of types of feasibility study • Understand and apply the concept of Business Plan • Explain how to execute a business plan • Understand the reasons for success and failure of Business Plan • Understand the role of networking in the growth of an Entrepreneur

Unit 4: Entrepreneurship as Innovation and Problem Solving 30 Periods

Contents	Learning Outcomes
• Entrepreneurs - as problem solvers. • Innovations and Entrepreneurial Ventures – Global and Indian • New Industries of New Age Economy • Role of Technology – E-commerce and Social Media • Social Entrepreneurship as Problem Solving-Concept and Importance • Risk Taking-Concept; types of business risks	**After going through this unit, the student/ learner would be able to:** • Understand the role of entrepreneurs as problem solvers • Appreciate the role of global and Indian innovations in entrepreneurial ventures • Explore the new industries for innovative businesses in the new age economy • Understand the role and importance of technology and digitization for new businesses • Explain the concept, importance and application of social entrepreneurship • State the meaning of entrepreneurial risk and risk management • Differentiate between internal and external risk

Unit 5: Understanding the Market - **40 Periods**

Contents	Learning Outcomes
• Business Idea and Concept • Types of Business: Manufacturing, Trading and Services. • Stakeholders: sellers, vendors and consumers and Competitors • Market Research - Concept, Importance and Process • Market Sensing and Testing • Business Model • Proof of Concept • Pricing and Factors affecting pricing. • Launch Strategies after pricing and proof of concept	**After going through this unit, the student/ learner would be able to:** • Understand how a business idea evolves into a business concept • Categorize businesses by type of sector • Understand the concept of Market Research • Learn how to conduct market research • Understand the meaning and define stakeholders and customers for a business • Apply the process of Market Research • Understand the difference between market sensing and market testing • Learn how to conduct a market test for a business idea • Understand the meaning and way to design and define business models • Explain the meaning of "Proof of Concept" and learn how to apply it in new venture creation • Analyse the factors affecting price determination • Strategize how to launch a venture after price determination and proof of concept

Unit 6: Business Arithmetic - **30 Periods**

Contents	Learning Outcomes
• Unit of Sale, Unit Price and Unit Cost - for single product or service • Types of Costs - Start up, Variable and Fixed • Income Statement • Cashflow Projections • Break Even Analysis - for single product or service • Taxes • Financial Business Case Study	**After going through this unit, the student/ learner would be able to:** • Understand the meaning and concept of the term Cash Inflow and Cash Outflow • Explain the terms- Unit Cost, Unit of Sale, Unit Price • Calculate Per Unit Cost of a single product • Understand the concept of COST and its components - Start-up and operational Costs • Understand the importance and preparation of Income Statement • Prepare a Cash Flow Projection • Give the meaning of Break-even Point • Calculate between volume of a Single product or service • Differentiate between Cash flow & Cash flow Projections

	• Explain the concept of Profit, its calculation and the impact of direct and indirect expenses on the profit • Appreciate the importance of Cash Flow Projections in the smooth flow of finances in the business • Understand the concept of Break Even Analysis • Understand the meaning and importance of Taxes • Apply all financial concepts for business case

Unit 7: Resource Mobilization - **30 Periods**

Contents	Learning Outcomes
• Types of Resources - Human, Capital and Entrepreneurial tools and 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 – Debt vs. Equity • Size and capital based classification of business enterprises. • Various sources of Information • Incubators and Accelerators	**After going through this unit, the student/ learner would be able to:** • Give the meaning of Resource Mobilisation • Identify the different types of resources tools – Physical, Human, Entrepreneurial, Financial, Material, Intangible • Give the meaning of Business Finance and methods to secure it • Explain the difference, advantages and disadvantages of Debt and Equity • Estimate the financial requirements of an enterprise • 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 • Understand the concept of mentorship • Highlight the role and importance of mentor • Classify the business and industry • Identify the various sources for an entrepreneur • Explain the concept, importance and ways to get incubation and acceleration support for a startup

Project Work (Any Three) **40 Periods**

1) Visit and report of DIC
2) Case Study
3) Field Visit
4) Learn to earn
5) Know thy state handicraft

Refer to the guidelines issued by CBSE.

SUGGESTED ALTERNATIVE PROJECT FOR CLASS XI
Know thy State Handicraft

Introduction

The Entrepreneurship students of Class XI will be given this opportunity to understand the ethnic and traditional handicraft work of every state.

Detailed below are complete guidelines to proceed with the project and the expected outcome thereof.

Objective

- To find the out the traditional handicraft of every state.
- To understand the intricacy involved in the traditional handicraft work.
- To find out the reasons for success/failure of the handicraft.
- To find out innovative ways in which the product could be enhanced to be made more popular.
- To look into various ways to market the handicraft.
- To make entrepreneurship seem do-able.
- To excite the students about entrepreneurship.
- To understand business concepts - planning, organizing, staffing, marketing.
- Survey and analyze the market to understand customer needs.
- To understand the importance of earning/profits.
- To understand the importance of sales and turnover.
- Value the craft, appreciate and respect the effort put into generating it.

Process

- Given below are a list of states: Arunachal Pradesh, Mizoram, Manipur, Sikkim, Nagaland, Assam, Meghalaya, Jharkhand, Jammu and Kashmir, Chattisgarh, Telengana, Uttrakhand or any other state.
- The Class will be divided into groups of 2/3 members each depending on the class strength.
- Student groups to select a particular state.
- Let the groups, research and find out the traditional handicrafts of that particular state.
- Make a list of all the traditional present in that state.
- Select one particular handicraft **which is not very popular amongst people**.
- Give a complete history of the handicraft-raw materials needed for it, process of making it, number of years since when this handicraft is being done.
- If there is emporium of that particular state in your city, then encourage students to visit the emporium to get a firsthand experience in looking into the product as well as if possible they can

interview the manager/craftsman present in the showroom to know more about the handicraft.

- Suggest an innovative way to popularize the product - for e.g.

1. it can an innovative way to enhance the values of the product itself,
2. innovative ways to market the product.

Expected Learning Outcomes from the Project:

- Presence of mind
- Crisis management/Risk Management - you must take advance from your clients beforehand
- Team work
- Various options to start a business venture
- Quality of the product matters much in the market
- Understanding the needs of the customer
- Any idea can be innovative if its in accordance to people's need
- Marketing strategies

Project Report

- Students need to submit a detailed report according to the guidelines mentioned below:
- Introduction - State chosen, reasons for selecting that state
- List of handicrafts in that state
- Selection of a particular handicraft-process, craftsman involved in it, photographs of the process, if possible attach sample of the work
- If possible interview with the craftsman
- Innovative suggestion to enhance the value of the product.

RUBRICS

S.No.	Basis	Marks
1.	Group Work	01
2.	Innovative Suggestions to the handicraft	02
3.	Details about the Handicraft	03
4.	Report Presentation	04

QUESTION PAPER DESIGN 2018-19										
ENTREPRENEURSHIP			Code No. 066					CLASS-XI		
TIME: 3 Hours								Max. Marks: 70		
S. No.	**Typology of Questions**	**Learning outcomes & testing skills**	**Very Short Answer (VSA) (1 Mark)**	**Short Answer -I (SA-I) (2 Marks)**	**Long Answer 1 (LA-1) (3 Marks)**	**Long Answer 2 (LA-2) (4 Marks)**	**Essay Type (6 Marks)**	**Total Marks**	**% Weightage**	
1	**Remembering-** (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	• Reasoning • Analytical skills • Critical skills	2	1	2	1	-	14	20%	
2	**Understanding-** (Comprehension –to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		1	1	1	1	-	10	14%	
3	**Application-** (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		1	2	1	-	2	20	29%	
4	**High Order Thinking Skills** (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources)		1	1	2	-	1	15	21%	
5	**Evaluation-** (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	-	1	2	-	11	16%	
	TOTAL- 3 project (10 marks each) 30		**5x1 =5**	**5x2 =10**	**7x3 =21**	**4x4 =16**	**3x6 = 18**	**70 (24) (project) (30)**	**100%**	
	Estimated Time (in minutes)		**5 min**	**15 min**	**42 min**	**48 min**	**55 min**	**165 min + 15 min. for revision**		

ENTREPRENEURSHIP (Code No. 066)
CLASS-XII (2018-19)

S. No.	Unit	Periods	Marks
1	Entrepreneurial Opportunities	40	30
2	Plentrepreneurial Planning	40	
3	Enterprise Marketing	40	20
4	Enterprise Growth Strategies	20	
5	Business Arithmetic	40	20
6	Resource Mobilization	20	
	Project Work	40	30
	Total	**240**	**100**

THEORY **Total Marks: 70**

Unit 1: Entrepreneurial Opportunities **40 Periods**

Contents	Learning Outcomes
• Sensing Entrepreneural Opportunities • Environment Scanning • Problem Identification • Spotting Trends • Creativity and Innovation • Selecting the Right Opportunity	**After going through this unit, the student/ learner would be able to:** • Understand the concept and elements of business opportunity • Understand the process involved in sensing opportunities • Give the meaning of environment scanning • To understand the need to seen the environment • Enlist the various forces affecting business environment • Understand the different fields of ideas • Enlist the various sources of idea fields • Understand the process of transformation of ideas into opportunities • Explain the meaning of trend spotting • 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: Plentrepreneurial Planning **40 Periods**

Contents	Learning Outcomes
• Forms of Business Entitites – Sole proprietorship, Joint Stock Company - Meaning characteristics and suitability • Business Plan • Organisational plan • Operational plan and production plan • Financial plan • Marketing Plan • Human Resource Planning • Formalities for starting a business	**After going through this unit, the student/ learner would be able to:** • 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 Marketing **40 Periods**

Contents	Learning Outcomes
• Goals of Business; Goal Setting. SMART Goals • Marketing and Sales strategy • Branding - Business name, logo, tag line • Promotion strategy • Negotiations - Importance and methods • Customer Relations • Vendor Management • Business Failure - Reasons	**After going through this unit, the student/ learner would be able to:** • Understand the goal setting and SMART goals • Enlist the various marketing strategies used in a 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 distribution • 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 ● Explain the various reasons for business failure

Unit 4: Enterprise Growth Strategies — 20 Periods

Contents	Learning Outcomes
● Franchising ● Merger and Acquisition ● Value Chain and Value Addition	**After going through this unit, the student/ learner would be able to:** ● 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 ● 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 ● Explain the concept of value addition ● Describe the different types of Value Addition ● State the meaning of value chain ● Discuss the Porters Model of Value Chain ● Difference between merger and acquisition

Unit 5: Business Arithmetic — 40 Periods

Contents	Learning Outcomes
Business Arithmetic ● Unit of Sale, Unit Cost for multiple products or services	**After going through this unit, the student/ learner would be able to:** ● Understand the concept of Unit Cost

• Break even Analysis for multiple products or services • Importance and use of cash flow projections • Budgeting and managing the finances • Computation of working capital • Inventory control and EOQ • Return on Investment (ROI) and Return on Equity (ROE)	• Understand the concept of unit price • Calculate Break-even point for Multiple products • Understand the meaning of inventory control • Understand the meaning of Economic Order Quantity • Enumerate the meaning of cash flow projection • Explain the concept of working capital • Understand the terminologies- financial management and budgets • Calculate Return on Investment • Explain the concept of Return on Equity

Unit 6: Resource Mobilization **20 Periods**

Contents	Learning Outcomes
Resource Mobilization • Angel Investor • Venture Capital Funds • Stock Market – raising funds • Specialized Financial Institutions - Meaning and objectives	**After going through this unit, the student/ learner would be able to:** • 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 exchange as a medium through which funds can be raised • Understand the role of SEBI • Explain the concept of angel investors • Explain the concept of venture capital • Explain the objectives played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC

Project Work **40 Periods**

1) Business Plan
2) Survey

Refer to the Guidelines issued by CBSE

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
4. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

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 Enterprenurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008
3. Laghu Udhyog Samachar
4. Project Profile by DCSSI

QUESTION PAPER DESIGN 2018-19

ENTREPRENEURSHIP | **Code No. 066** | **CLASS-XII**

TIME: 3 Hours | **Max. Marks: 70**

S. No	Typology of Questions	Learning outcomes & testing skills	Very Short Answer (VSA) (1 Mark)	Short Answer -I (SA-I) (2 Marks)	Long Answer 1 (LA-1) (3 Marks)	Long Answer 2 (LA-2) (4 Marks)	Essay Type (6 Marks)	Total Marks	% Weigh tage
1	**Remembering-** (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	• Reasoning • Analytical skills • Critical skills	2	1	2	1	-	14	20%
2	**Understanding-** (Comprehension –to be familiar with meaning and to understand Conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		1	1	1	1	-	10	14%
3	**Application-** (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		1	2	1	-	2	20	29%
4	**High Order Thinking Skills-** (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information; Organize and/or integrate unique pieces of information from a variety of sources)		1	1	2	-	1	15	21%
5	**Evaluation-** (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	-	1	1+1 (Values - based)	-	11	16%
	TOTAL - 3 project (10 marks each) 30		**5x1 =5**	**5x2 =10**	**7x3 =21**	**4x4 =16**	**3x6 =18**	**70 (24) (project) (30)**	**100%**
	Estimated Time (in minutes)		**5 min**	**15 min**	**42 min**	**48 min**	**55 min**	**165 min + 15 min. for revision**	