

# ENTREPRENEURSHIP

-311

Syllabus for Class 12

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**Note:**

*There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.*

## Unit 1: Entrepreneurial Opportunity

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Idea fields
- Spotting Trends
- Creativity and Innovation

Selecting the Right Opportunity

## Unit 2: Entrepreneurial Planning

- Forms of business organization- Soleproprietorship, Partnership, Company
- Business Plan: concept, format.
- Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning

## Unit 3: Enterprise Marketing

- Marketing and Sales Strategy
- Branding, Logo, Tagline  
Promotion Strategy

## Unit 4: Enterprise Growth Strategies

- Franchising: Concept, types, advantages, limitations.
- Mergers and Acquisition: Concept, reasons, types.

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## Unit 5: Business Arithmetic

- Computation of Working Capital
- Inventory Control and EOQ
- Return on Investment (ROI) and Return on Equity (ROE)

## Unit 6: Resource Mobilization

- Capital Market-
- Primary Angel
- Venture Capital features, funding.

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