

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 (2013-14)

S. No.	Unit	Marks	Periods
1.	Entrepreneurship: Concept and Functions	15	15
2.	An Entrepreneur		25
3.	Entrepreneurial Journey	20	30
4.	Entrepreneurship as Innovation and Problem Solving		30
5.	Concept of Market	15	40
6.	Business Finance and Arithmetic	20	30
7.	Resource Mobilization		30
	PROJECT WORK	30	40
Total		100	240

THEORY

Total Marks :70

Unit 1: Entrepreneurship: Concept and Function

15 Periods

- Entrepreneurship- Concept, Functions, Need and Importance.
- Myths about Entrepreneurship
- Pros and Cons of Entrepreneurship
- Process of Entrepreneurship.

Unit 2: An Entrepreneur

25 Periods

- Types of Entrepreneurs

- Competencies and Characteristics; Ethical Entrepreneurship.
- Entrepreneurial Value: Values, Attitudes and Motivation.
- Mindset of an Employee and an Entrepreneur- Difference
- Intrapreneur: Importance in Any Organization.

Unit 3: Entrepreneurial Journey

30 Periods

- Self Assessment of Qualities, Skills, Resources and Dreams.
- Generation of Ideas.
- Feasibility Study
- Opportunity Assessment
- Business Plan Preparation
- Execution of Business Plan
- Role of Society and Family in the growth of an entrepreneur.
- Challenges faced by women in Entrepreneurship.

Unit 4: Entrepreneurship as Innovation and Problem Solving

30 Periods

- Entrepreneurs- as problem solvers.
- Innovations and Entrepreneurial Ventures .
- Social Entrepreneurship-Concept and Importance
- Risk taking -Concept ; types of business risks.
- The role of technology/ social media in creating new forms of firms, organizations, networks and cooperative clusters.
- Barriers to Entrepreneurship
- Support structure for promoting entrepreneurship(various goverment schemes).

Unit 5: Concept of Market

40 Periods

- Market- Traditional and E-commerce- Concept and Role
- Types of Business: Manufacturing, Trading and Services.
- Market Forces: Sellers, consumers and competitors.
- Expanding Markets : Local to global, Strategies needed.
- Marketing Mix : Concept and Elements.
- Pricing and Factors affecting pricing.
- Market Survey: Concept, Importance and Process.

Unit 6: Business Finance and Arithmetic

30 Periods

- Simplified Cash Register and Record Keeping
- 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

Unit 7: Resource Mobilization

30 Periods

- Types of Resources - Human, Capital and other 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.
- Size and capital based classification of business enterprises.
- Various sources of Information

Project Work (Any Three)

40 Periods

- 1) Visit and report of DIC
- 2) Case Study
- 3) Field Visit
- 4) Learn to earn

Refer to the guidelines issued by CBSE.

QUESTION PAPER DESIGN 2013-14									
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
01	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%
02	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%
03	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%
04	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%
05	Evaluation and Multi-Disciplinary- (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	5×2=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 (2014-15)

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

THEORY

Total Marks: 70

Unit 1: Entrepreneurial Opportunities

40 Periods

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Spotting Trends
- Creativity and Innovation
- Selecting the Right Opportunity

Unit 2: Enterprise Planning

40 Periods

- Forms of Business Entities – Sole proprietorship, Joint Stock Company, etc.
- Business Plan
- Organisational
- Operational and production
- Financial
- Marketing Plan
- Human Resource Planning
- Creating the Plan
- Formalities for starting a business

Unit 3: Enterprise Marketing

40 Periods

- 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

- Employee and Vendor Management
- Quality, Timeliness and Customer Satisfaction
- Business Failure - Reasons

Unit 4: Enterprise Growth Strategies

20 Periods

- Franchising
- Merger and Acquisition
- Moving up the Value Chain and Value Addition

Unit 5: Business Arithmetic

40 Periods

- Unit of Sale, Unit Cost, Unit Price for multiple products or services
- 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)

Unit 6: Resource Mobilization

20 Periods

- Angel Investor
- Venture Capital Funds
- Stock Market - raising funds
- Institutions
- Specialized Financial

Project Work

40 Periods

- 1) Business Plan
- 2) Survey

Refer to the Guidelines issued by CBSE

Prescribed Books:

01. Entrepreneurship - Class XI- C.B.S.E, Delhi
02. Entrepreneurship - Class XII - C.B.S.E., Delhi
03. 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
04. Entrepreneurial Development by C.B Gupta and N.P Srinivasan, Publisher Sultan Chand & Sons, 1992
05. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

Magazines

01. Udyamita Samachar Patra (Monthly, Hindi), Pub. By centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
02. Science Tec. Entrepreneur (A Bi Monthly Publication), centre for Enterprenurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008
03. Laghu Udhyog Samachar
04. Project Profile by DCSSI

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