

KOTHARI INTERNATIONAL SCHOOL

GRADE - 12 ANNUAL ACADEMIC PLAN

SUBJECT: ENTREPRENEURSHIP SESSION: 2022-23

NAME OF THE TEACHER PUNITA CHICKER

ENTREPRENEURIAL OPPORTUNITY-15 MARKS
ENTREPRENEURIAL PLANNING- 15 MARKS
ENTERPRISE MARKETING- 10 MARKS
ENTERPRISE GROWTH STRATEGIES – 10 MARKS
BUSINESS ARITHMETIC-10 MARKS
RESOURCE MOBILISATION-10
THEORY – 70 MARKS PRACTICAL – 30 MARKS

MONTH	TOPIC	CONTENT(SUB-TOPICS)
MARCH (9 DAYS)	UNIT 1 ENTREPRENEURIAL OPPORTUNITY	<ul style="list-style-type: none">• Environment Scanning• Problem Identification• Idea fields
APRIL (18 DAYS)	UNIT 1 ENTREPRENEURIAL OPPORTUNITY	<ul style="list-style-type: none">• Spotting Trends• Creativity and Innovation• Selecting the Right Opportunity
MAY (13 DAYS)	UNIT 2:ENTREPRENEURIAL PLANNING	Forms of business organization- Sole proprietorship, Partnership, Company <ul style="list-style-type: none">• Business Plan: concept, format.
APRIL -MAY UNIT TEST – 1 (COMMENCING 29 APRIL & ENDING 20 MAY 2022)		
JUNE SUMMER VACATION		
JULY (20 DAYS)	UNIT 2 ENTREPRENEURIAL PLANNING	Components: <ul style="list-style-type: none">• Organizational plan;• Operational plan;

	UNIT 3 ENTERPRISE MARKETING	<ul style="list-style-type: none"> • Production plan; • Financial plan; • Marketing plan; • Human Resource plan • Marketing and Sales Strategy • Branding, Logo, Tagline • Promotion Strategy.
AUGUST (19 DAYS) UNIT TEST 2	UNIT 4 ENTERPRISE GROWTH STRATEGIES	<ul style="list-style-type: none"> • Franchising: Concept and types • Franchising: Advantages and limitations to franchisor and franchisee. • Mergers and Acquisition: Concept, reasons and types. • Reasons for mergers and acquisitions
SEPTEMBER (22 DAYS) HALF YEARLY EXAMINATION COMMENCES 16 SEPTEMBER & ENDS 28 SEPTEMBER 2022	REVISION HALF YEARLY EXAMINATION	SYLLABUS FOR HALF YEARLY EXAMINATION IS 75%
OCTOBER (13 DAYS)	UNIT 5: BUSINESS ARITHMETIC	Unit of Sale, Unit Cost for multiple products or services <ul style="list-style-type: none"> • 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)
NOVEMBER (21 DAYS) PRE-BOARD EXAMINATION- 1 COMMENCES ON 18 NOVEMBER AND ENDS ON 30 NOVEMBER	UNIT 6: RESOURCE MOBILISATION	<ul style="list-style-type: none"> • Capital Market: • Concept Primary market: Concept, methods of issue SYLLABUS FOR PRE-BOARD EXAMINATION- 1 IS 85%

<p>DECEMBER (21 DAYS)</p> <p>PRE-BOARD EXAMINATION- 2 COMMENCES ON 16 DECEMBER AND ENDS ON 30 DECEMBER</p>	<p>UNIT 6: RESOURCE MOBILISATION</p>	<ul style="list-style-type: none"> • Angel Investor: Features Venture Capital: Features, funding <p>SYLLABUS FOR PRE-BOARD EXAMINATION- 2 IS 100%</p>
<p>JANUARY (15 DAYS)</p>	<p>PRACTICE TESTS BOARD PRACTICALS COMMENCE</p>	
<p>FEBRUARY (20 DAYS)</p>	<p>BOARD PRACTICALS</p>	
<p>AWAIT CBSE ANNOUNCEMENT OF PRACTICAL & TERM-2 FINAL EXAMINATION DATES</p>		