

## 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
	<b>PROJECT WORK</b>	<b>30</b>	<b>40</b>
<b>Total</b>		<b>100</b>	<b>240</b>

### 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



- 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			
<b>TIME: 3 Hours</b>		<b>Max. Marks: 70</b>								
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	<b>Remembering-</b> (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	<ul style="list-style-type: none"> <li>• Reasoning skills</li> <li>• Analytical skills</li> <li>• Critical skills</li> </ul>	2	1	2	1	-	14	20%	
02	<b>Understanding-</b> (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	<b>Application</b> (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	<b>High Order Thinking Skills (Analysis &amp; Synthesis-</b> 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	<b>Evaluation and Multi-Disciplinary-</b> (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%	
<b>TOTAL- 3 project (10 marks each) 30</b>			<b>5X1=5</b>	<b>5×2=10</b>	<b>7x3=21</b>	<b>4X4=16</b>	<b>3x6=18</b>	<b>70 (24) (project) (30)</b>	<b>100%</b>	
<b>Estimated Time (in minutes)</b>			<b>5 min</b>	<b>15 min</b>	<b>42 min</b>	<b>48 min</b>	<b>55 min</b>	<b>165 min + 15 min. for revision</b>		

**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
<b>Total</b>		<b>100</b>	<b>240</b>

**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. Akhour 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 Udhyyog Samachar
04. Project Profile by DCSSI

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