

SHARJAH INDIAN SCHOOL

SYLLABUS FOR THE ACADEMIC YEAR 2018-19

GRADE: XII

SUBJECT: ENTREPRENEURSHIP (066)

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MONTH	Theory			Practical		
	UNIT NO.	TITLE OF LESSON	NO. OF PERIODS	NAME OF EXPERIMENT/PROJECT PLANNED	NO. OF PERIODS	REMARKS
APRIL 17 Days	UNIT 1	<u>Entrepreneurial Opportunities :</u> <ul style="list-style-type: none"> • Environmental scanning • Spotting Trends • Selecting the right opportunity 	28	Class Test ,News reading searching of innovative product		CYCLE TEST -I
MAY 23 DAYS	UNIT 2	<u>Enterprise Planning:</u> <ul style="list-style-type: none"> • Business plan • Financial plan • Marketing plan • Human resource planning 	33	Debate ,Talk show		
JUNE -JULY 20 DAYS	UNIT 3	<u>Enterprise Marketing :</u> <ul style="list-style-type: none"> • Smart Goals • Marketing and Sales Strategy 	14	Assignment –I Project – I –Business plan		PERIODIC TEST-1
SEPTEMBER 16 DAYS	UNIT 4	<u>Enterprise Marketing (contd.)</u> <ul style="list-style-type: none"> • Branding business failure Reasons <u>Enterprise Growth Strategy :</u> <ul style="list-style-type: none"> • Franchising • Merger &Acquisition • Value chain &Value addition 	30			

OCTOBER 23 DAYS	UNIT 5	Business Arithmetic: <ul style="list-style-type: none"> • BEP,EOQ&ABC Analysis • ROI ,&ROE • Budgeting &Cash flow statements 	30	Project – II –Market Survey &Sample survey ,Practical -II		HALF YEARLY EXAMINATION
NOVEMBER 19 DAYS	UNIT 6	Resource Mobilization : <ul style="list-style-type: none"> • Angel investors • Venture capital funds • Stock market • Financial Institutions 	21	Discussion of value based question, Revision		CYCLE TEST -II
DECEMBER 15 DAYS		Revision of CBSE Board papers				PERIODIC TEST-2
JANUARY 19 DAYS	MODEL EXAMINATION					
FEBRUARY	BOARD PRACTICAL /REVISION					
MARCH	FINAL EXAMINATION					