

20. ENTREPRENEURSHIP (Code No. 066)

Rationale

Development of school curriculum is a dynamic process responsive to the society and reflecting the needs and aspirations 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 and role in the growth and development of individuals and the nation
- Acquiring entrepreneurial quality, competency and motivation
- Learning the process and skills of creation and management of entrepreneurial venture

CLASS-XI (2016-17)

S. No.	Unit	Periods	Marks
1	Entrepreneurship - What, Why and How	15	15
2	An Entrepreneur	25	
3	Entrepreneurial Journey	30	20
4	Entrepreneurship as Innovation and Problem Solving	30	
5	Understanding the Market	40	15
6	Business Arithmetic	30	20
7	Resource Mobilization	30	
	PROJECT WORK	40	30
	Total	240	100

THEORY

Total Marks: 70

Unit 1: Entrepreneurship - What, Why and How

15 Periods

Contents	Learning Outcomes
Entrepreneurship - What, Why and How <ul style="list-style-type: none"> ● Entrepreneurship - Concept, Functions, Need and Importance ● Myths about Entrepreneurship ● Pros and Cons of Entrepreneurship 	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> ● Understand the concept of Entrepreneurship ● Explain the functions of Entrepreneurship ● Appreciate the need for Entrepreneurship in our economy

<ul style="list-style-type: none"> ● Process of Entrepreneurship 	<ul style="list-style-type: none"> ● State the myths, advantages and disadvantages of Entrepreneurship ● Describe the process of Entrepreneurship.
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Unit 2: An Entrepreneur

25 Periods

Contents	Learning Outcomes
<p>An Entrepreneur</p> <ul style="list-style-type: none"> ● 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 organisation 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> ● Differentiate between various types of entrepreneurs ● Explain the competencies of an Entrepreneur ● Understand the concept of Ethics ● Appreciate the importance of Ethical Entrepreneurship ● Highlight the value of ethics to an entrepreneur ● Understand the values, attitudes and motivation required by an Entrepreneur ● Differentiate between Entrepreneur and an employee ● State the meaning and importance of Intrapreneurship

Unit 3: Entrepreneurship Journey

30 Periods

Contents	Learning Outcomes
<p>Entrepreneurship Journey</p> <ul style="list-style-type: none"> ● 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. 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> ● Identify various personality types before starting any venture ● Understand the meaning and ways of generating ideas ● Explain the concept of types of feasibility study & understand the meaning of importance of opportunity assessment ● Understand the concept of Business Plan ● Prepare a business plan ● Explain how to execute a business plan ● Understand the role of society and family in the growth of an Entrepreneur ● Understand the reasons for success and failure of Business Plan ● Explain the challenges faced by entrepreneur

Unit 4: Entrepreneurship as Innovation and Problem Solving**30 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none">• 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 government schemes).	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">• Understand the role of entrepreneurs as problem solvers• Appreciate the role of innovations in entrepreneurial ventures• Explain the concept and importance of social entrepreneurship• State the meaning of entrepreneurial risk and risk management• Differentiate between internal and external risk• Describe the role played by technology in creation of new forms of business• Explain the different barriers of entrepreneurship• Identify the various support structure available for promoting entrepreneurship

Unit 5: Understanding the Market**40 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none">• 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	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">• Understand the concept of market and its evolution.• Understand the meaning and concept of E-Commerce• Explain the role of E-commerce for the promotion of business community• Understand the concept of Market Environment• Analyse the market environment of Micro and Macro level• Explain the meaning and process of market research• Explain the meaning and process of Market Survey• Appreciate the role of Market Survey as a source of collecting market information.• Understand the strategy of market expansion and development.• Define the concept of business

	<ul style="list-style-type: none"> • Understand the elements of business • Classify the different types of industry • Classify the different types of trade and its auxiliaries • Explain the concept of marketing mix • List out the levels of channels of distribution • Explain the tools of promotion mix • Analyse the factors affecting price determination
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Unit 6: Business Arithmetic

30 Periods

Contents	Learning Outcomes
<ul style="list-style-type: none"> • 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 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the meaning of cash register • Understand the concept of cash inflow and outflow of preparing a Cash Register • Understand the importance and technique of preparing a Cash Register. • Understand the meaning and concept of the term Cash Inflow and Cash Outflow. • Explain the terms- Unit Cost, Unit of Sale, Unit Price • Calculate Per Unit Cost of a single product. • Understand the concept of COST and its components Start-up, operational costs. • Understand the importance and preparation of Income Statement. • Prepare a Cash Flow Projection • Give the meaning of Break even Point • Calculate between volume of a Single product or service • Differentiate between Cash flow & Cash flow Projections • Explain the concept of Profit, its calculation and the impact of direct and indirect expenses on the profit. • Appreciate the importance of Cash Flow Projections in the smooth flow of finances in the business. • Understand the concept of Break Even Analysis. • Understand the meaning and importance of Taxes.

Unit 7: Resource Mobilization**30 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none">• 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	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">• Give the meaning of Resource Mobilisation• Identify the different types of resources - Physical, Human, Financial, Material, Intangible• Describe the role and importance of a mentor• Estimate the financial requirements of an enterprise• Give the meaning of Business Finance• State the meaning of fixed and working capital• Explain the factors of affecting working capital• Describe the meaning of capital structure• Explain the different sources of finance• Understand the concept of mentorship• Highlight the role and importance of mentor• Classify the business and industry• Identify the various sources for an entrepreneur

Project Work (Any Three)**40 Periods**

- 1) Visit and report of District Industries Centre (DIC)
- 2) Case Study
- 3) Field Visit
- 4) Learn to earn
- 5) Know thy state handicraft

Refer to the guidelines issued by CBSE.

SUGGESTED ALTERNATIVE PROJECT FOR CLASS XI

Know thy State Handicraft

Introduction

The Entrepreneurship students of Class XI will be given this opportunity to understand the ethnic and traditional handicraft work of every state.

Detailed below are complete guidelines to proceed with the project and the expected outcome thereof.

Objective

- To find out the traditional handicraft of every state.
- To understand the intricacy involved in the traditional handicraft work.
- To find out the reasons for success/failure of the handicraft.
- To find out innovative ways in which the product could be enhanced to be made more popular.
- To look into various ways to market the handicraft.
- To make entrepreneurship seem do-able.
- To excite the students about entrepreneurship.
- To understand business concepts - planning, organizing, staffing, marketing.
- Survey and analyze the market to understand customer needs.
- To understand the importance of earning/profits.
- To understand the importance of sales and turnover.
- Value craft, appreciate and respect the effort put into generating it.

Process

- Given below are a list of states: Arunachal Pradesh, Mizoram, Manipur, Sikkim, Nagaland, Assam, Meghalaya, Jharkhand, Jammu and Kashmir, Chattisgarh, Telengana, Uttrakhand or any other state.
- The class will be divided into groups of 2/3 members each depending on the class strength.
- Student groups to select a particular state.
- Let the groups, research and find out the traditional handicrafts of that particular state.
- Make a list of all the traditional handicrafts present in that state.
- Select one particular handicraft **which is not very popular amongst people**.
- Give a complete history of the handicraft-raw materials needed for it, process of making it, number of years since when this handicraft is being done.
- If there is an emporium of that particular state in your city, then encourage students to visit the emporium to get firsthand experience in looking into the product as well as if possible they can interview the manager/craftsman present in the showroom to know more about the handicraft.
- Suggest an innovative way to popularize the product - for e.g.
 1. it can be an innovative way to enhance the values of the product itself,
 2. innovative ways to market the product.

Expected Learning Outcomes from the Project:

- Presence of mind
- Crisis management/Risk Management - you must take advance from your clients beforehand
- Team work
- Various options to start a business venture
- Quality of the product matters much in the market
- Understanding the needs of the customer
- Any idea can be innovative if it is in accordance to people's need
- Marketing strategies

Project Report

- Students need to submit a detailed report according to the guidelines mentioned below:
- Introduction - State chosen, reasons for selecting that state
- List of handicrafts in that state
- Selection of a particular handicraft-process, craftsman involved in it, photographs of the process, if possible, attach sample of the work
- If possible, interview with the craftsman
- Innovative suggestion to enhance the value of the product.

RUBRICS

S.No.	Basis	Marks
1.	Group Work	01
2.	Innovative Suggestions to the handicraft	02
3.	Details about the Handicraft	03
4.	Report Presentation	04

QUESTION PAPER DESIGN 2016-17									
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	% Weight age
1	Remembering- (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">ReasoningAnalytical skillsCritical skills	2	1	2	1	-	14	20%
2	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%
3	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%
4	Higher 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%
5	Evaluation- (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	5x2 =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 (2016-17)

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

THEORY

Total Marks: 70

Unit 1: Entrepreneurial Opportunities

40 Periods

Contents	Learning Outcomes
<ul style="list-style-type: none"> ● Sensing Entrepreneurial Opportunities ● Environment Scanning ● Problem Identification ● Spotting Trends ● Creativity and Innovation ● Selecting the Right Opportunity 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> ● Understand the concept and elements of business opportunity ● Understand the process involved in sensing opportunities ● Give the meaning of environment scanning ● To understand the need to scan the environment ● Enlist the various forces affecting business environment ● Understand the different fields of ideas ● Enlist the various sources of idea fields ● Understand the process of transformation of ideas into opportunities ● Explain the meaning of trend spotting ● Understand the concept of opportunity assessment ● Explain the meaning of trend spotting ● Identify the different ways of spotting trends ● Differentiate the process of creativity and innovation

Unit 2: Entrepreneurial Planning**40 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none">● Forms of Business Entities - Sole proprietorship, Joint Stock Company, etc.● Business Plan● Organisational plan● Operational plan and production plan● Financial plan● Marketing Plan● Human Resource Planning● Creating the Plan● Formalities for starting a business	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">● Understand the concept of entrepreneurial planning● Understand the forms of business enterprise● Distinguish among the various forms of Business enterprise● Explain the concept of Business plan● Appreciate the importance of a Business Plan● Describe the various components of Business plan● Differentiate among the various components of Business plan

Unit 3: Enterprise Marketing**40 Periods**

Contents	Learning Outcomes
<ul style="list-style-type: none">● 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● Business Failure - Reasons	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none">● Understand the goal setting and SMART goals● Enlist the various marketing strategies used in a firm● Explain the concepts of Product, Price, Place and Promotion● Understand the concept of Branding, Packaging and Labelling● Describe the various methods of pricing.● Explain the various channels of distribution● Appreciate and discuss the various factors affecting the channels of distribution● Understand the sales strategy● State the different types of components of sales strategy● Enumerate the different tools of promotion● Understand the meaning and objectives of Advertising● Able to discuss the various modes of Advertising● Will be able to understand the concept of personal selling and sales promotion● Discuss the various techniques of sales

	<p>promotion</p> <ul style="list-style-type: none"> • Understand the meaning and methods of negotiation • Understand the concept of customer relationship management • State the importance of Customer Relationship Management • Explain the concept of management in a firm • Explain the concept and importance of vendor management in a firm • Explain the factors for effective employee relationship • Explain the various reasons for business failure
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Unit 4: Enterprise Growth Strategies

20 Periods

Contents	Learning Outcomes
<ul style="list-style-type: none"> • Franchising • Merger and Acquisition • Moving up the Value Chain and Value Addition 	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> • Understand the concept of growth & development of an enterprise • Explain the concept of franchise • Explain the different types of franchise • Explain the advantages and limitations of franchise • Understand growth of a firm is possible through mergers and acquisitions • Explain the different types of mergers • State the meaning and types of acquisitions • Understand the reasons for mergers and acquisitions • Understand the reasons for failure of mergers and acquisitions • Explain the concept of value addition • Describe the different types of Value Addition • State the meaning of value chain • Discuss the Porters Model of Value Chain • Understand the requirements for value chain management • Difference between merger and acquisition

Unit 5: Business Arithmetic

40 Periods

Contents	Learning Outcomes
Business Arithmetic	After going through this unit, the student/

<ul style="list-style-type: none"> ● Unit of Sale, Unit Cost 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 Economic order Quantity (EOQ) ● Return on Investment (ROI) and Return on Equity (ROE) 	learner would be able to: <ul style="list-style-type: none"> ● Understand the concept of unit cost ● Understand the concept of unit price ● Calculate Break-even point for multiple products ● Understand the meaning of inventory control ● Understand the meaning of Economic Order Quantity ● Enumerate the meaning of cash flow projection ● Explain the concept of working capital ● Understand the terminologies- financial management and budgets ● Calculate Return on Investment ● Explain the concept of Return on Equity
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Unit 6: Resource Mobilization

20 Periods

Contents	Learning Outcomes
Resource Mobilization <ul style="list-style-type: none"> ● Angel Investor ● Venture Capital Funds ● Stock Market - raising funds ● Specialized Financial Institutions 	After going through this unit, the student/ learner would be able to: <ul style="list-style-type: none"> ● Understand the need of finance in the Business ● Understand the various sources of funds required for a firm ● Understand the methods of raising finance in primary market ● Understand the importance of secondary market for mobilization of resources ● Give the meaning of stock exchange ● Raising funds through financial markets ● Understand the relevance of stock exchange as a medium through which funds can be raised ● Understand the role of SEBI ● Explain the concept of angel investors ● Explain the concept of venture capital ● Explain the role played by IDBI, SIDBI, IFCI, NABARD, IIBI, SFC, TFCI, SIDC

Project Work

40 Periods

1) Business Plan

2) Survey

Refer to the Guidelines issued by CBSE (Text Book)

Prescribed Books:

1. Entrepreneurship - Class XI- C.B.S.E, Delhi

2. Entrepreneurship - Class XII - C.B.S.E., Delhi
3. Udyamita (in Hindi) by Dr. M.M.P. Akhouri and S.P Mishra, Published By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla
4. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs - Dr. Aruna Bhargava.

Magazines

1. Udyamita Samachar Patra (Monthly, Hindi), Published by Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
2. Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Enterprenurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008
3. Laghu Udhyog Samachar
4. Project Profile by DCSSI

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2	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%
3	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%
4	Higher 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%
5	Evaluation- (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 work as per guidelines30)		5x1 =5	5x2 =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	