



The Camford International School

ANNUAL LESSON PLAN 2023-2024

GRADE:11

SUBJECT: ENTREPRENEURSHIP

MONTH	CHAPTER NO. AND NAME	DETAIL CONCEPTS TO BE COVERED	PRACTICALS
APRIL	1. Entrepreneurship: Concept and Functions 2. An Entrepreneur	<ul style="list-style-type: none">• Entrepreneurship – Concept, Functions and Need• Myths about Entrepreneurship• Advantages and Limitations of Entrepreneurship• Process of Entrepreneurship• Entrepreneurship – The Indian Scenario • Why be an Entrepreneur• Types of Entrepreneurs• Competencies and characteristics	Selection of Topic for market survey.
MAY	2. An Entrepreneur	<ul style="list-style-type: none">• Entrepreneurial Values, Attitudes and Motivation• Intrapreneur: Meaning and Importance	

JUNE	3. Entrepreneurship Journey	<ul style="list-style-type: none"> • Self-Assessment of Qualities, Skills, Resources and Dreams • Idea generation 		
JULY	3. Entrepreneurship Journey 4. Entrepreneurship as Innovation and Problem Solving	<ul style="list-style-type: none"> • Feasibility Study and opportunity assessment • Business Plan: meaning, purpose and elements • Execution of Business Plan • Entrepreneurs as problem solvers • Innovations and Entrepreneurial Ventures – Global and Indian 	Analysis and Interpretation of data.	
AUGUST	4. Entrepreneurship as Innovation and Problem Solving	<ul style="list-style-type: none"> • Role of Technology – E-commerce and Social Media • Social Entrepreneurship - Concept • Risk Taking-Concept and types 		
SEPTEMBER	5. Concept of Market	<ul style="list-style-type: none"> • Market; Concept, Types • Micro and Macro Market Environment • Market Research - Concept, Importance and Process • Marketing Mix 	Project Submission	

<p>OCTOBER</p>	<p>6. Business Finance and Arithmetic</p> <p>7. Resource Mobilization</p>	<ul style="list-style-type: none"> • Unit of Sale, Unit Price and Unit Cost - for single product or service • Types of Costs - Start up, Variable and Fixed • Break Even Analysis - for single product or service • Types of Resources –Physical, Human, Financial and Intangible. • Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. 		
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