



# THE CAMFORD INTERNATIONAL SCHOOL

## ANNUAL LESSON PLAN (2023-24)

**SUBJECT : ENTREPRENEURSHIP (066)**

**GRADE : 12**

<b>MONTH</b>	<b>CHAPTER</b>	<b>DETAIL CONCEPTS TO BE COVERED</b>	<b>PRACTICALS</b>
MARCH	Unit 1: Entrepreneurial Opportunity	<ul style="list-style-type: none"><li>• Sensing Entrepreneurial Opportunities</li><li>• Environment Scanning • Problem Identification</li><li>• Idea fields • Spotting Trends</li><li>• Creativity and Innovation</li><li>• Selecting the Right Opportunity</li></ul>	
APRIL	Unit 2: Entrepreneurial Planning	<ul style="list-style-type: none"><li>• Forms of business organization- Sole proprietorship, Partnership, Company</li><li>• Business Plan: concept, format.</li><li>• Components: Organisational plan;<ul style="list-style-type: none"><li>• Operational plan;</li><li>• Production plan;</li><li>• Financial plan;</li><li>• Marketing plan;</li><li>• Human Resource planning</li></ul></li></ul>	<b>Selection of topic for project Business plan .</b>

MAY	Unit 3: Enterprise Marketing	<p>Marketing and Sales Strategy • Branding, Logo, Tagline</p> <ul style="list-style-type: none"> <li>• Discuss the various marketing strategies used in a business</li> <li>• Explain Marketing Mix.</li> <li>• Understand the concept of Branding, Packaging and Labeling</li> <li>• Describe the various methods of Pricing</li> <li>• Discuss the various factors affecting the channels of distribution</li> <li>• Understand the concept and types of sales strategy</li> <li>• Discuss different tools of promotion</li> <li>• Appreciate the objectives and different modes of Advertising</li> <li>• Understand the concept of personal selling, sales promotion, public relations</li> <li>• Discuss the various techniques of sales promotion</li> </ul>	<b>Preparation of questionnaire &amp; Case studies</b>
JUNE	<p>Unit 3: Enterprise Marketing</p> <p>Unit 4: Enterprise</p>	<ul style="list-style-type: none"> <li>• Promotion Strategy</li> <li>• Negotiations - Importance and Methods</li> <li>• Customer Relationship Management</li> <li>• Vendor Management</li> </ul>	

	Growth Strategies	Franchising: Concept, types, advantages, limitations. • Mergers and Acquisition: Concept, reasons, types. • Reasons for failure of Mergers and Acquisitions.	
JULY	Unit 5: Business Arithmetic	Unit of Sale, Unit Cost for multiple products or services • 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)	<b>Collection of data</b>
AUGUST	Unit 6: Resource Mobilization	Capital Market- Primary and Secondary • Stock Exchange- Concept, features, functions and importance • Securities and Exchange Board of India History, establishment, powers • Angel Investor: Features • Venture Capital: Features, funding.	<b>Analysis and interpretation of data Market survey</b>
SEPTEMBER	Unit 6: Resource Mobilization	<ul style="list-style-type: none"> <li>• Understand the need of finance in Business</li> <li>• Discuss the various sources of funds required for a firm</li> <li>• Understand the ways of raising funds in primary market</li> <li>• Appreciate the Angel Investors and Venture Capitalists as a source of business finance.</li> </ul> Business Plan & Market Survey	<b>Submission of project: Market survey and Business plan</b>