



THE CAMFORD INTERNATIONAL SCHOOL

ANNUAL LESSON PLAN (2025-26)

SUBJECT : ENTREPRENEURSHIP (066)

GRADE : 12

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

<p>MAY & JUNE</p>	<p>Unit 3: Enterprise Marketing</p>	<p>Marketing and Sales Strategy • Branding, Logo, Tagline</p> <ul style="list-style-type: none"> • Discuss the various marketing strategies used in a business • Explain Marketing Mix. • Understand the concept of Branding, Packaging and Labelling • Describe the various methods of Pricing • Discuss the various factors affecting the channels of distribution • Understand the concept and types of sales strategy • Discuss different tools of promotion • Appreciate the objectives and different modes of Advertising • Understand the concept of personal selling, sales promotion, public relations • Discuss the various techniques of sales promotion • Promotion Strategy • Negotiations - Importance and Methods • Customer Relationship Management • Vendor Management 	<p>Preparation of questionnaire & Case studies</p>
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JULY	Unit 4: Enterprise Growth Strategies	Franchising: Concept, types, advantages, limitations. • Mergers and Acquisition: Concept, reasons, types. • Reasons for failure of Mergers and Acquisitions.	Collection of data
AUGUST	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)	Analysis and interpretation of data Market survey
SEPTEMBER	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. • Understand the need of finance in Business • Discuss the various sources of funds required for a firm • Understand the ways of raising funds in primary market • Appreciate the Angel Investors and Venture Capitalists as a source of business finance. Business Plan & Market Survey	Submission of project: Market survey and Business plan