**COURSE CONTENT**

**Unit 1: Entrepreneurial Opportunity 40 Periods**

**Competencies- Scanning the environment; Analytical and logical thinking; Innovation and creativity; Decision making; self-confidence.  
Contents**

* Sensing Entrepreneurial Opportunities
* Environment Scanning
* Problem Identification
* Idea fields
* Spotting Trends
* Creativity and Innovation
* Selecting the Right Opportunity

**Unit 2: Entrepreneur Planning 40 Periods**

**Competencies: Analytical and critical thinking; personal responsibility; determination; Resourceful; collaboration  
Contents**

* Forms of business organization- Sole proprietorship, Partnership, Company
* Business Plan: concept, format.
* Components:  
  Organisational plan;  
  Operational plan;  
  Production plan;  
  Financial plan;  
  Marketing plan;  
  Human Resource planning

**Unit 3: Enterprise Marketing 40 Periods**

**Competencies: Persistence, Negotiation, Collaboration, Ethical behavior, team spirit;  
Contents**

* Marketing and Sales Strategy
* Branding, Logo, Tagline
* Promotion Strategy

**Unit 4: Enterprise Growth Strategies 20 Periods**

**Competencies: Need for achievement, Initiative, Analytical thinking, risk vs reward, collaboration, synergy, leadership,  
Contents**

* Franchising: Concept and types
* Franchising: Advantages and limitations to franchisor and franchisee.
* Mergers and Acquisition: Concept, reasons and types.
* Reasons for mergers and acquisitions

**Unit 5: Business Arithmetic 40 Periods**

**Competencies: Arithmetic skills, critical analysis, decision making, self-confidence, problem solving.  
Contents**

* 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)

**Unit 6: Resource Mobilization 20 Periods**

**Competencies: Risk taking, Communication, Persuasion, Networking, Ethical behavior  
Contents**

* Capital Market: Concept
* Primary market: Concept, methods of issue
* Angel Investor: Features
* Venture Capital: Features, funding.

**Project Work**

Students have to do **TWO projects** in the entire academic session.  
TOPICS FOR THE PROJECT:

1. Business Plan
2. Market Survey

* 10 Marks each for 02 Projects
* 5 Marks for Numerical Assessment
* 5 Marks for Viva

**Prescribed Books:**

1. Entrepreneurship – Class XII – C.B.S.E.,Delhi
2. Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla

**Magazines:**

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