Entrepreneurship Class 11 Syllabus

Exam Structure

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| **S.No.** | **Unit** | **Marks** |
| 1 | Entrepreneurship, What, Why and How | 15 |
| 2 | An Entrepreneur |
| 3 | Entreprenerial Journey | 20 |
| 4 | Entrepreneurship as Innovation and Problem Solving |
| 5 | Understanding the Market | 15 |
| 6 | Business Arithmetic | 20 |
| 7 | Resource Mobilization |
|  | Project Work | 30 |
|  | **Total** | **100** |

Unit 1: Entrepreneurship: What, Why and How

* Entrepreneurship- Concept, Functions, Need and Importance.
* Myths about Entrepreneurship
* Pros and Cons of Entrepreneurship
* Process of Entrepreneurship.

Unit 2: An Entrepreneur

* 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 Organization.

Unit 3: Entrepreneurship Journey

* 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.

Unit 4: Entrepreneurship as Innovation and Problem Solving

* 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).

Unit 5: Understanding the Market

* 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.

Unit 6: Business Arithmetic

* 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

Unit 7: Resource Mobilization

* 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

Project Work (Any Three)

1. Visit and report of DIC
2. Case Study
3. Field Visit
4. Learn to earn
5. Know thy state handicraft