

# **ENTREPRENEURSHIP-311**

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**- 311**

# **Syllabus for Class 12**

# ENTREPRENEURSHIP-311

**Note:**

*There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.*

## **Unit 1: Entrepreneurial Opportunity**

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Idea fields
- Spotting Trends
- Creativity and Innovation

### **Selecting the Right Opportunity**

## **Unit 2: Entrepreneurial Planning**

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

## **Unit 3: Enterprise Marketing**

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

## **Unit 4: Enterprise Growth Strategies**

- Franchising: Concept, types, advantages, limitations.
- Mergers and Acquisition: Concept, reasons, types.

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## Unit 5: Business Arithmetic

- Computation of Working Capital
- Inventory Control and EOQ
- Return on Investment (ROI) and Return on Equity (ROE)

## • Unit 6: Resource Mobilization

- Capital Market- Primary
- Angel Investor: Features
- Venture Capital: Features, funding.