



DRAVID OPEN SECONDARY AND HIGHER SECONDARY EDUCATION COUNCIL

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SYLLABUS ENTREPRENEURSHIP

CLASS 12 ENTREPRENEURSHIP SYLLABUS

Book Name: Entrepreneurship

□ Syllabus Overview

Unit 1: Entrepreneurial Opportunities

- Sensing entrepreneurial opportunities
- Environment scanning
- Problem identification and spotting trends
- Creativity and innovation
- Selecting the right opportunity

Unit 2: Entrepreneurial Planning

- Meaning and importance of business plan
- Elements of business plan
- Organization plan
- Production plan
- Human resource plan
- Operational plan
- Financial plan
- Marketing plan

Unit 3: Enterprise Marketing

- Marketing and its importance
- Marketing mix (4Ps – Product, Price, Place, Promotion)
- Market segmentation, targeting and positioning
- Branding, packaging, labeling
- Customer satisfaction and after-sales service
- Digital marketing

Unit 4: Enterprise Growth Strategies

- Expansion through diversification, integration, franchising, joint ventures, mergers, acquisitions
- Internal and external growth strategies
- Challenges of growth and development

Unit 5: Business Arithmetic

- Unit of Sale, Unit Price and Unit Cost
- Break-even Analysis
- Computation of Break-even Point
- Profit, margin, cash flow projections
- Inventory control and working capital management

Unit 6: Resource Mobilization

- Sources of funds for an entrepreneur
- Owner's fund and borrowed fund
- Capital structure
- Venture capital, angel investors
- Financial institutions and government schemes for entrepreneurs

□ Project Work (30 Marks)

Students are required to prepare and present a business plan/project report including:

- Idea generation
- Market survey
- Planning and resource mobilization
- Marketing strategy
- Financial planning