



**INDIAN SCHOOL MUSCAT**  
**DEPARTMENT OF COMMERCE AND HUMANITIES**  
**ENTREPRENEURSHIP (CODE NO. 066)**  
**CLASS–XII (2022-23)**

**Theory - 70 Marks**

**Duration: 3 Hours**

Unit	Unit Name	Marks
1	Entrepreneurial Opportunity	30
2	Entrepreneurial Planning	
3	Enterprise Marketing	20
4	Enterprise Growth Strategies	
5	Business Arithmetic	20
6	Resource Mobilization	
	<b>Total</b>	<b>70</b>
	<b>PROJECT WORK /PRACTICALS</b>	30
	<b>Grand Total</b>	<b>100</b>

**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 Voce



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**MONTHLY BREAK UP OF SYLLABUS**

MONTH	UNIT
March, 2022	<b>UNIT 1. Entrepreneurial Opportunities</b> Sensing entrepreneurial opportunities Environment scanning Problem identification Idea field Spotting trends
April, 2022	<b>UNIT 1. Entrepreneurial Opportunities</b> Creativity and innovation Selecting the right opportunity <b>UNIT 2. Enterprise Planning</b> Forms of business organization- Sole proprietorship, Partnership, Company Business Plan: concept, format, Components <b>FIRST PERIODIC TEST</b>
May, 2022	<b>UNIT 2. Enterprise Planning</b> Organisational plan and Human Resource planning Operational plan Production plan Financial plan Marketing plan <b>SECOND PERIODIC TEST</b>
June, 2022	<b>UNIT 3. Enterprise Marketing</b> Marketing and Sales Strategy Branding - Business name, logo, tag line Promotion strategy <b>PROJECT 1 GUIDELINES</b> <b>SUMMER HOLIDAYS</b>
August, 2022	<b>UNIT 4. Enterprise Growth Strategies</b> Franchising: Concept, types, advantages, limitations Mergers and Acquisition: Concept, reasons, types <b>PROJECT 2 GUIDELINES</b>
September, 2022	<b>UNIT 5. Business Arithmetic</b> Unit of Sale, Unit cost, Unit price for multiple products Break even analysis for multiple products (Numerical problems) <b>HALF YEARLY EXAMINATION</b>

<b>October, 2022</b>	<b>UNIT 5. Business Arithmetic</b> Computation of Working Capital Inventory Control EOQ Return on Investment (ROI) Return on Equity (ROE) <b>UNIT 6. Resource Mobilization</b> Capital Market- Primary Angel Investor: Features Venture Capital: Features, funding
November, 2022	<b>REVISION</b> <b>FINAL EXAMINATION</b>
December, 2022	<b>REVISION</b>
January, 2023	<b>REVISION – FIRST PRE BOARD EXAMINATION</b> <b>CBSE PRACTICAL EXAMINATION</b>
February, 2023	<b>REVISION – SECOND PRE BOARD EXAMINATION</b> <b>CBSE EXAMINATION</b>
March, 2023	<b>CBSE EXAMINATION</b>