



INDIAN SCHOOL MUSCAT
SENIOR SECTION
DEPARTMENT OF COMMERCE AND HUMANITIES
CLASS XII
YEAR PLAN 2020-2021

ENTREPRENEURSHIP (CODE 066)

UNIT No.	Unit	Marks
1.	Entrepreneurial Opportunities	30
2.	Business Planning	
3.	Enterprise Marketing	20
4.	Enterprise Growth Strategies	
5.	Business Arithmetic	20
6.	Resource Mobilization	
	PRACTICAL	30
	TOTAL	100

QUESTION WISE BREAK UP (for Term Examination)

Type of Question	Marks per question	Total No. of Questions	Total Marks
Objective type	1	17	17
Very Short Answer	2	7	14
Short Answer	3	5	15
Long Answer	4	3	12
Very Long Answer	6	2	12
Total		34	70

QUESTION WISE BREAK UP (for Periodic Assessments)

Type of Question	Marks per question	Total No. of Questions	Total Marks
Objective type	1	2	2
Very Short Answer	2	1	2
Short Answer	3	2	6
Long Answer	4	1	4
Very Long Answer	6	1	6
Total			20

MONTHLY BREAK UP OF SYLLABUS

MONTH	UNIT
March 2020 Mar 8 th to 12 th Mar 15 th to 20 th Mar 23 rd to 27 th	UNIT 1. Entrepreneurial Opportunities <ul style="list-style-type: none"> • Sensing Entrepreneurial Opportunities • Environment Scanning • Problem Identification • Spotting Trends • Creativity and Innovation • Selecting the Right Opportunity
April 2020 Apr 1 st to 2 nd Apr 5 th to 9 th Apr 13 th to 16 th Apr 19 th to 23 rd Apr 26 th to 30 th	UNIT 2. Business Planning <ul style="list-style-type: none"> • Business Plan • Organisational • Operational Plan • Production Plan • Financial Plan • Marketing Plan • Human Resource Planning
May 2020 May 3 rd to 7 th May 10 th to 14 th May 17 th to 21 st	UNIT 3. Enterprise Marketing <ul style="list-style-type: none"> • Marketing and Sales strategy • Branding - Business name, logo, tag line • Promotion strategy • Negotiations - Importance and methods
June 2020 June 1 st to 4 th June 7 th to 11 th	UNIT 3. Enterprise Marketing <ul style="list-style-type: none"> • Customer Relations Management • Vendor Management <p>PERIODIC TEST – 1</p>
June 2020 June 14 th to 18 th June 21 st to 25 th June 28 th to 2 nd	UNIT 4. Enterprise Growth Strategies <p>Growth and development of an enterprise-Internal & External expansion</p> <ul style="list-style-type: none"> • Franchising • Mergers <p>PROJECT WORK</p> <p>SUMMER HOLIDAYS</p>
July 2020 July 5 th to 9 th July 12 th to 16 th	Acquisition Value addition

July 19 th to 23 rd July 26 th to 30 th	PERIODIC TEST - 2 UNIT 5.Business Arithmetic <ul style="list-style-type: none"> • Unit of Sale, Unit Cost, Unit Price for multiple products or services • Break Even Analysis for multiple products or services
August 2020 Aug 9 th to 13 th Aug 16 th to 24 th	UNIT 5.Business Arithmetic <ul style="list-style-type: none"> • Computation of working capital • Inventory control and EOQ • Return on Investment (ROI) and Return on Equity (ROE) • TERM- I EXAMINATION
September 2020 Sept 1 st to 3 rd Sept 6 th to 10 th	UNIT 6.Resource Mobilization <ul style="list-style-type: none"> • Angel Investor • Venture Capital Funds
October 2020 Oct 4 th to 8 th Oct 11 th to 15 th Oct 18 th to 22 nd Oct 25 th to 29 th	<ul style="list-style-type: none"> • Stock Market - raising funds • Functions of stock exchange PERIODIC TEST
November 2020	FINAL TERM EXAMINATION
December 2020	REVISION CLASS
January 2021	FIRST PRELIMINARY EXAMINATION / BOARD PRACTICALS
February 2021	SECOND PRELIMINARY EXAMINATION
March 2021	BOARD EXAMINATION
