



# **BOARD OF SCHOOL EDUCATION HARYANA**

## **Syllabus and Chapter wise Division of Marks (2023-24)**

**Class- XII**

**Subject: Entrepreneurship**

**Code: 911**

### General Instructions:

1. There will be an annual examination based on the entire syllabus.
2. The annual examination will be of 60 marks and the internal assessment will be of 20 marks and the practical examination will be of 20 marks.
3. For Practical Examination:
  - i) Written test based on project: 5 marks
  - ii) Practical record of 10 marks.
  - iii) Viva-voce of 5 marks.
4. For Internal Assessment:

There will be periodic assessment that would include:

  - i. For 4 marks- Two SAT exams will be conducted and will have a weightage of 04 marks towards the final Internal Assessment.
  - ii. For 2 marks- One half yearly exam will be conducted and will have a weightage of 02 marks towards the final Internal Assessment.
  - iii. For 2 marks- A Pre Board Examination will be conducted and will have a weightage of 02 marks for the final internal assessment.
  - iv. For 2 marks- Subject teacher will assess and give maximum 02 marks for CRP (Classroom participation).
  - v. For 5 marks- A project work to be done by students and will have a weightage of 05 marks towards the final Internal Assessment.
  - vi. For 5 marks- Attendance of student will be awarded 05 marks as:

75% to 80% - 01 mark
Above 80% to 85% - 02 marks
Above 85% to 90% - 03 Marks
Above 90% to 95% - 04 Marks
Above 95% - 05 Marks



## COURSE STRUCTURE (2023-24)

CLASS-XII

Subject – Entrepreneurship

Code-911

Sr. No.	Unit	Marks
Unit 1	Entrepreneurial Opportunity	26
Unit 2	Entrepreneurial Planning	
Unit 3	Enterprise Marketing	18
Unit 4	Enterprise Growth Strategies	
Unit 5	Business Arithmetic	16
Unit 6	Resource Mobilization	
	<b>Total</b>	<b>60</b>
	<b>PROJECT WORK</b>	<b>20</b>
	<b>Internal Assessment</b>	<b>20</b>
	<b>Total</b>	<b>100</b>



**DETAILED SYLLABUS OF ENTREPRENEURSHIP (911)**  
**CLASS-XII (2023-24)**

Unit 1: Entrepreneurial Opportunity		
Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Sensing Entrepreneurial Opportunities</li> <li>• Environment Scanning</li> <li>• Problem Identification</li> <li>• Idea fields</li> <li>• Spotting Trends</li> <li>• Creativity and Innovation</li> <li>• Selecting the Right Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Meaning, Elements, Factors involved in securing opportunity, Process</li> <li>• Meaning, Importance, Environmental Factors</li> <li>• Concept and Uses of problem identification</li> <li>• Sources of idea field</li> <li>• Meaning and types of spotting trends.</li> <li>• Meaning, Process of creativity and innovation</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Comprehend the concept and elements of business opportunity</li> <li>• Discuss the process of sensing opportunities</li> <li>• Understand the need to scan the environment</li> <li>• Enlist the various forces affecting business environment</li> <li>• Identify the different idea field</li> <li>• Understand the concept of opportunity and market assessment</li> <li>• Appreciate the ways in which trends can be spotted</li> <li>• Understand the process of creativity and innovation</li> <li>• Transform ideas into business opportunities</li> </ul>
Unit 2: Entrepreneurial Planning		
Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Forms of business organization- Sole proprietorship, Partnership, Company</li> <li>• Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Meaning and features of Sole proprietorship, Partnership, Company</li> <li>• Concept, Format and importance of business plan</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Recall the meaning of the various forms of business organization</li> </ul>



<ul style="list-style-type: none"> <li>• Components: Organisational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource plan</li> </ul>	<ul style="list-style-type: none"> <li>• Concept and elements of each component</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the characteristics of the various forms of business organization</li> <li>• Understand the difference between a Public and Private Company</li> <li>• Appreciate the reasons for a private company being more desirable</li> <li>• Appreciate the concept and importance of a Business Plan</li> <li>• Describe the various components of Business plan</li> <li>• Differentiate among the various components of Business plan</li> <li>• Develop a Business Plan</li> </ul>
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### Unit 3: Enterprise Marketing

Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Marketing and Sales Strategy</li> <li>• Branding, Logo, Tagline</li> <li>• Promotion Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Various marketing strategy, Marketing mix, Concept and types of sales strategy</li> <li>• Concept of Branding, Packaging and Labelling</li> <li>• Tools of promotion, Objective and modes of Advertising. Concept of</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the various marketing strategies used in a business</li> <li>• Explain Marketing Mix.</li> <li>• Understand the concept of Branding, Packaging and Labeling</li> <li>• Describe the various methods of Pricing</li> </ul>



	<p>Personal selling, Sales Promotion, Public Relations. Various techniques of Sales Promotion</p>	<ul style="list-style-type: none"> <li>• Discuss the various factors affecting the channels of distribution</li> <li>• Understand the concept and types of sales strategy</li> <li>• Discuss different tools of promotion</li> <li>• Appreciate the objectives and different modes of Advertising</li> <li>• Understand the concept of personal selling, sales promotion, public relations</li> <li>• Discuss the various techniques of sales promotion</li> </ul>
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#### Unit 4: Enterprise Growth Strategies

Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Franchising</li> <li>• Mergers and Acquisition:</li> </ul>	<ul style="list-style-type: none"> <li>• Concept and types of Franchising Advantages and limitations to franchisor and franchisee.</li> <li>• Concept, Reasons and types. Reasons for failure of Merger and Acquisition</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of growth &amp; development of an enterprise</li> <li>• Discuss the concept, types, advantages and limitations of franchising</li> <li>• Appreciate growth of business through mergers and acquisitions</li> <li>• Discuss the different types of mergers and acquisitions</li> <li>• Discuss the reasons for mergers and acquisitions</li> </ul>

#### Unit 5: Business Arithmetic



Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Unit of Sale, Unit Cost for multiple products or services</li> <li>• Break even Analysis for multiple products or services</li> <li>• Computation of Working Capital</li> <li>• Inventory Control and EOQ</li> <li>• Return on investment (ROI), Return on equity (ROE)</li> </ul>	<ul style="list-style-type: none"> <li>• Concept of Unit Cost and Unit Price</li> <li>• Concept, Technique of calculating BEP</li> <li>• Concept and Computation of Working Capital</li> <li>• Concept of Inventory Control, EOQ Calculation</li> <li>• Concept and Calculation of ROI and ROE</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of Unit Cost and Unit Price</li> <li>• Calculate Break-even point for Multiple products and services.</li> <li>• Understand the concept of Inventory Control, Compute the working capital of a business.</li> <li>• Calculate Return on Investment; Return on Equity and Economic Order Quantity</li> </ul>

#### Unit 6: Resource Mobilization

Topics	Sub-Topics	
<ul style="list-style-type: none"> <li>• Capital Market</li> <li>• Primary market</li> <li>• Angel Investor</li> <li>• Venture Capital</li> </ul>	<ul style="list-style-type: none"> <li>• Concept and Types</li> <li>• Concept, Methods of Issue</li> <li>• Concept, Features, Importance</li> <li>• Features, Funding</li> </ul>	<p>After going through this unit, the student/ learner would be able to:</p> <ul style="list-style-type: none"> <li>• Understand the need of finance in Business</li> <li>• Discuss the various sources of funds required for a firm</li> <li>• Understand the ways of raising funds in primary market</li> <li>• Appreciate the Angel Investors and Venture Capitalists as a source of business finance.</li> </ul>



**MONTHWISE SYLLABUS  
ENTREPRENEURSHIP (911)**

**Class – 12th  
(2023-24)**

<b>MONTH</b>	<b>UNITS AND TOPICS</b>	<b>PERIODS OF TEACHING</b>	<b>PERIODS OF REVISION</b>	<b>PROJECT WORK</b>
<b>APRIL</b>	Unit 1: Entrepreneurial Opportunity <ul style="list-style-type: none"> <li>• Sensing Entrepreneurial Opportunities</li> <li>• Environment Scanning</li> <li>• Problem Identification</li> <li>• Idea fields</li> <li>• Spotting Trends</li> </ul>	24	3	3
<b>MAY</b>	<ul style="list-style-type: none"> <li>• Creativity and Innovation</li> <li>• Selecting the Right Opportunity</li> </ul> Unit 2: Entrepreneurial Planning <ul style="list-style-type: none"> <li>• Forms of business organization- Sole proprietorship, Partnership, Company</li> <li>• Business Plan: concept, format.</li> <li>• Components: Organisational plan; Operational plan; Production plan;</li> </ul>	24	3	3



	Financial plan;			
<b>JUNE</b>	<b>SUMMER VACATIONS</b> <b>Homework: Revise April &amp; May</b> <b>Syllabus</b>			
<b>JULY</b>	Marketing plan; Human Resource plan	20	2	2
<b>AUGUST</b>	Unit 3: Enterprise Marketing • Marketing and Sales Strategy • Branding, Logo, Tagline	20	3	3
<b>SEPTEMBER</b>	• Promotion Strategy • <b>Half Yearly Exam</b>	24	4	2
<b>OCTOBER</b>	Unit 4: Enterprise Growth Strategies • Franchising: Concept and types • Franchising: Advantages and limitations to franchisor and franchisee. • Mergers and Acquisition: Concept, reasons and types. • Reasons for mergers and acquisitions Unit 5: Business Arithmetic	20	4	2





	<ul style="list-style-type: none"> <li>Unit of Sale, Unit Cost for multiple products or services</li> </ul>			
<b>NOVEMBER</b>	Break even Analysis for multiple products or services Computation of Working Capital Inventory Control and EOQ Return on Investment (ROI) and Return on Equity (ROE)	20	4	2
<b>DECEMBER</b>	Unit 6: Resource Mobilization <ul style="list-style-type: none"> <li>Capital Market: Concept</li> <li>Primary market: Concept, methods of issue</li> <li>Angel Investor: Features</li> <li>Venture Capital: Features, funding.</li> </ul>	18	3	3
<b>JANUARY</b>	Submission of Project	15		3
<b>FEBRUARY</b>	Revision Of Whole syllabus		15	
<b>MARCH</b>	Annual Examination			



**Note:**

- Subject teachers are advised to direct the students to prepare notebook of the Terminology/Definitional Words used in the chapters for enhancement of vocabulary or clarity of the concept.

**Prescribed Books:**

- Entrepreneurship- Text book for Class XII, CBSE Publication





## QUESTION PAPER DESIGN (2023-24)

Class- XII

Subject: Entrepreneurship

Code: 911

Type of Question	Marks	Number	Description	Total Marks
Objective Questions	1	15	6 Multiple Choice Questions, 3 Fill in the Blanks Questions, 3 One Word Answer Type Questions, 3 Assertion-Reason Questions	15
Very Short Answer Type Question	2	6	Internal choice will be given in any 2 questions	12
Short Answer Type Question	3	6	Internal choice will be given in any 2 questions	18
Essay Answer Type Question	5	3	Internal options will be given in all the questions	15
Total		30		60