

# Pedagogical Planner 2023-24

## Term - I

**Class: XII**

**Subject: ENTREPRENEURSHIP**

**Text Book: Entrepreneurship - CBSE**

Month	General Objectives	Content / Topic	Sub Topic	Subject Enrichment Activity/project	Learning Outcomes
April	<i>1.To introduce them to the world of business by developing in them the core skills and competencies required for an entrepreneur..</i>	<b>Ch - 1 Entrepreneurial Opportunity</b>	<ul style="list-style-type: none"> <li>* Case Studies</li> <li>*What is a Business Opportunity?</li> <li>*Sensing Entrepreneurial Opportunities</li> <li>*Basic &amp; Post Scanning Ideas</li> <li>*Environmental Scanning</li> </ul>	Show relevant videos, ppt, discuss application-based questions/ relevant case studies	<ul style="list-style-type: none"> <li>◆ How to analyse a Case Study and deduce from it?</li> <li>◆ Understand the concept and elements of business opportunity</li> <li>◆ Understand the factors involved in sensing opportunities</li> <li>◆ Understand the concept of environment scanning</li> <li>◆ Enlist the various factors affecting business environment</li> </ul>
		<b>Ch - 1 Entrepreneurial Opportunity</b>	◆ Problem identification	Discuss application-based questions/ relevant case studies	“Objectives & Uses of Problem Identification.
	<i>2. To develop qualities such as leadership, confidence, initiative, facing uncertainties, commitment, creativity, people and team building, integrity and reliability.</i>				

April	3. To acquire the skills and knowledge needed for conducting surveys, collecting, recording and interpreting data and preparing simple estimates of demand for products and services	<b>Ch - 1 Entrepreneurial Opportunity</b>	<ul style="list-style-type: none"> <li>◆ Problem identification</li> <li>◆ Idea Generation &amp; Idea Fields</li> <li>◆ Product Identification</li> </ul>	Show relevant videos, ppt, discuss application-based questions/ relevant case studies	<ul style="list-style-type: none"> <li>◆ Objectives &amp; Uses of Problem Identification.</li> <li>◆ Understand the meaning of idea fields</li> <li>◆ Enlist the various sources of idea fields</li> </ul>
		<b>Ch - 1 Entrepreneurial Opportunity</b>	<ul style="list-style-type: none"> <li>◆ Creativity and Innovation</li> <li>◆ Spotting trends</li> <li>◆ Selecting the right opportunity</li> </ul>	Show relevant videos, ppt, discuss application-based questions/ relevant case studies	<ul style="list-style-type: none"> <li>◆ Understand the technique of transformation of ideas into opportunities</li> <li>◆ Understand what is trend spotting</li> <li>◆ Elaborate on the creative and innovative processes</li> </ul>
May	4. To equip themselves with the knowledge and skills needed to plan and manage an enterprise through case studies, conducted and recorded by the students in different fields such as resource assessment, market dynamics, finance management, cost determination, calculation of profit and loss etc	<b>Ch - 2 Enterprise Planning</b>	<ul style="list-style-type: none"> <li>◆ Types Of Economic Activities</li> <li>◆ Forms of Business Organisations</li> <li>◆ Meaning and Format of Business Plan</li> <li>◆ Components and Part of a Business Plan</li> <li>- Marketing Plan</li> </ul>	Discussion with application-based questions	◆ Understand the types of Economic Activities and type of Business Organisation an entrepreneur can start.
	July		<b>Ch - 2 Enterprise Planning</b>	<ul style="list-style-type: none"> <li>Components and Part of a Business Plan</li> <li>&amp; Creating a Business Plan</li> <li>- Organizational Plan</li> <li>- Production Plan</li> <li>-Operational Plan</li> </ul>	◆ Draft a basic business plan for an innovative product/ service that you would like to launch.

			<ul style="list-style-type: none"> <li>-Financial Plan</li> <li>-HR Planning</li> <li>-Formalities to start a business</li> </ul>		
July	5. To instill important values and entrepreneurial discipline.	<b>Ch – 5</b> <b>Business Arithmetic</b>	<ul style="list-style-type: none"> <li>◆ Unit of Sale, Unit Price and Unit Cost - for single &amp; multiple product or service</li> <li>◆ Break Even Analysis - for single product or service</li> </ul>	<ul style="list-style-type: none"> <li>◆ Extra Numerical would be given to bring about concept clarity</li> <li>◆ Classify and compute costs for the new product/ service you plan to launch.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Understand the Concept of Unit of Sale, Unit Price and Unit Cost</li> <li>• Understand the Types of Costs - Start up, Variable and Fixed Operational Costs</li> <li>◆ Calculate Break-even point for Multiple products and services.</li> </ul>
		<b>Ch – 5</b> <b>Business Arithmetic</b>	<ul style="list-style-type: none"> <li>◆ Computation of Working Capital</li> <li>◆ Inventory Control and EOQ</li> </ul>	<ul style="list-style-type: none"> <li>◆ Extra Numerical would be given to bring about concept clarity</li> </ul>	<ul style="list-style-type: none"> <li>◆ Compute the working capital of a business.</li> <li>◆ Understand the concept of Inventory Control and Economic Order Quantity</li> </ul>
		<b>Ch – 5</b> <b>Business Arithmetic</b>	<ul style="list-style-type: none"> <li>◆ Return on Investment (ROI) and Return on Equity (ROE)</li> </ul>	<ul style="list-style-type: none"> <li>◆ Extra Numericals would be given to bring about concept clarity</li> </ul>	<ul style="list-style-type: none"> <li>◆ Calculate Return on Investment; Return on Equity</li> </ul>

August		<b>Ch – 5 Business Arithmetic</b>	<ul style="list-style-type: none"> <li>◆ Return on Investment (ROI) and Return on Equity (ROE)</li> </ul>	◆ Extra Numericals would be given to bring about concept clarity	◆ Calculate Return on Investment; Return on Equity
		<b>CH – 3 Enterprise Marketing</b>	<ul style="list-style-type: none"> <li>◆ Goals of Business; Goal Setting and SMART Goals</li> <li>◆ Marketing Strategy</li> <li>Elements of Marketing Mix - <ul style="list-style-type: none"> <li>-Product Mix</li> <li>--Price Mix</li> </ul> </li> </ul>	Prepare a marketing mix for the new product or service that you would like to launch in the market.	<ul style="list-style-type: none"> <li>◆ Understand what is Goal Setting and SMART</li> <li>◆ Understand the concept and elements of marketing mix</li> <li>◆ Understand the concept of Product Mix and its components: Branding, Packaging &amp; Labelling</li> <li>◆ Describe the various methods of Pricing</li> </ul>
Sept.		<b>CH – 3 Enterprise Marketing</b>	<ul style="list-style-type: none"> <li>Elements of Marketing Mix <ul style="list-style-type: none"> <li>-Physical Distribution Mix</li> <li>Promotion Mix</li> </ul> </li> </ul>	Show relevant videos, ppt.	<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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