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| **Indian School Al Wadi Al Kabir - Syllabus break up for 2014-15** | | | | |
| Class 12  **Entrepreneurship** | Week1 | Week2 | Week3 | Week4 |
| **APRIL** | - | ENTREPRENEURIAL OPPORTUNITIES   * Sensing opportunities * Environment Scanning * Product Identification | * Spotting Trends * Creativity & Innovation | * Selecting the right opportunity. |
| **MAY** | ENTERPRISE PLANNING   * Forms of business entities * Business plan | * Organisational plan * Operational & Production Plan | * Financial Plan * Marketing Plan * HR Planning | * Creating the Plan. * Formalities of starting a business |
| **JUNE** | ENTERPRISE MARKETING   * Goals of business; SMART Goals * Marketing & Sales Strategy | * Branding: name, logo, tag line * Promotion Strategy   Activity:  **Project work**:  Business Plan/Survey | - | - |