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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.
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| **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
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| **JUNE** | ENTERPRISE MARKETING* Goals of business; SMART Goals
* Marketing & Sales Strategy
 | * Branding: name, logo, tag line
* Promotion Strategy

Activity:**Project work**: Business Plan/Survey | - | - |