**INDIAN SCHOOL AL WADI AL KABIR**

 DEATAILED MONTHLY PLAN 2015-16

Name of the department: Commerce Subject: Entrepreneurship-XII

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| August | 3 weeks & 4 days | * Promotion Strategy
 | ENTERPRISE MARKETING* Promotion Strategy (contd….)
* Negotiations – importance
* Customer relations
* Employee Vendor Management
* Quality, Timeliness, Customer Satisfaction
 | * Customer relations
* Employee Vendor Management
* Quality, Timeliness, Customer Satisfaction
* Business Failure.
 | ENTERPRISE GROWTH STRATEGIES* Franchising
* Merger & Acquisition
 |
| September | 2 weeks 1day | ENTERPRISE GROWTH STRATEGIES* Merger & Acquisition
 | Assessment-2 | Assessment-2 | * Merger & Acquisition

(contd…)* Value Chain & Value Addition

BUSINESS ARITHMATIC* Unit of sale, cost, price for multiple products
 |
| October | 4 weeks  | BUSINESS ARITHMATIC* Unit of sale, cost, price for multiple product

(contd….)* Break even analysis
* Importance & use of cash flow projection.
 | * Importance & use of cash flow projection.
* Budgeting & Managing Finance
* Computation of working Capital
 | * Inventory control & EOQ
* ROI & ROE
 | RESOURCE MOBILISATION* Various sources of fund required for a firm
* Capital market
* Secondary market
* Importance of a stock exchange
 |
| November | 4 weeks | RESOURCE MOBILISATION* Angel Investor
* Venture Capital
 | * Stock Market- raising fund
 | * Institutions
 | * Specialized Finance
 |
| December |  | Revision | First Rehearsal  |  |  |