**INDIAN SCHOOL AL WADI AL KABIR**

DEATAILED MONTHLY PLAN 2015-16

Name of the department: Commerce Subject: Entrepreneurship-XII

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| 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 |  |  |