**INDIAN SCHOOL AL WADI AL KABIR**

 DEATAILED MONTHLY PLAN 2018-19

Name of the department: Commerce Subject: Entrepreneurship Class: XII

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| Month | No. of weeks(teaching) | Topic /Lesson discussed in each week |
| 1-week | 2-week | 3-week | 4-week |
| **March**  | **2 Weeks and 2** **Days** |  |  | ENTREPRENEURIAL OPPORTUNITY* Sensing opportunities
* Environment scanning
* Idea generation
* Product identification
 | * Spotting Trends
* Creativity & Innovation
* Selecting the right opportunity.
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| **April** | **4** **Weeks 2 days** | ENTERPRENEURIAL 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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| **May** | **4 Weeks**  **3 Days** | ENTERPRISE MARKETING* Goals of business; SMART Goals
* Marketing & Sales Strategy
 | * Branding: name, logo, tag line
* Promotion Strategy

Activity.**Project work**:  | * Negotiations – importance
* Customer relations
* Employee and vendor management
 | * Reasons for business failure.

ENTERPRISE GROWTH STRATEGIES* Franchising
* Merger & Acquisition
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| **June**  |  | Summer vacation | Summer Vacation | Summer Vacation  |  Summer Vacation  |
| **July** |  | Summer vacation | Summer vacation | Summer vacation |  Summer Vacation  |
| August | **3Weeks+4Day** | •Merger & Acquisition•Value Chain & Value Addition | BUSINESS ARITHMATIC* Unit of sale, cost, price for multiple products

•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 Inventory control &
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| September | **1Week** | •Inventory control &ROI & ROE | Revision | Assessment-1 | Assessment-1 |
| October | **4Weeks +2day** | RESOURCE MOBILISATION•Various sources of fund required for a firm•Capital market | •Capital market(Cont.)•Secondary market•Importance of a stock | • Angel Investor• Venture Capital | •Stock Market- raising fund•Institutions |
| November | **1Week****2 days** | •Specialized Finance | Revision  | PRELIM 1 | PRELIM 1 |
| December | **2Weeks +4Days** | PRELIM 1 | REVISION | REVISION | - |