**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. |
| **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 |
| **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 |
| **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 & |
| 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 | - |