**INDIAN SCHOOL AL WADI AL KABIR**

 DEATAILED MONTHLY PLAN 2019-20

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.

ENTERPRENEURIAL PLANNING* Forms of business entities
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| **April** | **3** **Weeks 4 Days** | * Business plan
 | * Organisational plan
* Operational & Production Plan
 | * Financial Plan
 | * Marketing Plan
* HR Planning
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| **May** | **4 Weeks**  **2 Days** | * Creating the Plan.
* Formalities of starting a business
 | ENTERPRISE MARKETING* Goals of business; SMART Goals

Marketing & Sales Strategy | * Branding: name, logo, tag line
* Promotion Strategy

Activity. | * Negotiations – importance

**Project work**:  |