**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 |
| **April** | **3**  **Weeks 4 Days** | * Business plan | * Organisational plan * Operational & Production Plan | * Financial Plan | * Marketing Plan * HR Planning |
| **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**: |