

XII-ENTREPRENEURSHIP(CODE-066)

April/May:

Unit 1: Entrepreneurial Opportunities

Sensing Entrepreneurial Opportunities, Environment Scanning, Problem Identification, Spotting Trends, Creativity and Innovation, Selecting the Right Opportunity.

July:

Unit 2: Entrepreneurial Planning

Goals of Business, Goal Setting. SMART Goals Marketing and Sales strategy, Branding - Business name, logo, tag line, Promotion strategy, Negotiations - Importance and methods, Customer Relations, Employee and Vendor Management, Business Failure – Reasons.

August:

Unit 4: Enterprise Growth Strategies

Franchising, Merger and Acquisition, Value Addition & Moving up the Value Chain

September and October:

Unit 5: Business Arithmetic

Unit of Sale, Unit Cost for multiple products or, services Break even Analysis for multiple products or, services Importance and use of cash flow projections, Budgeting and managing the finances, Computation of working capital, Inventory control and EOQ, Return on Investment (ROI) and Return on Equity (ROE)

November:

Unit 6: Resource Mobilization – Angel Investor, Venture Capital Funds, Stock Market Raising Funds, Specialized financial Institutions

December

Project Work: 1) Business Plan 2) Survey

XII-MARKETING(Code-783)

April/ May:

Unit-I Product: Classification of product, Concept of product life cycle, Branding and packaging

July:

Unit-II Distribution: Different types of channels of distribution, Types of distribution, Functions of wholesalers
Functions of retailers, Roles and functions of middleman

August:

Unit- III Promotion: Meaning, importance and methods of promotion, Different modes of advertising, Merits and imitations of advertising, Selecting suitable mode of advertising

September:

Unit-IV Pricing: Meaning and importance of pricing
Factors affecting price determination, Methods of price determination, Discount and allowances

October and November:

Theory: Unit-V Services marketing, Difference between goods and services, Characteristics of services, Extended marketing mix

December: Revision of whole course

Practical

I: Marketing Survey of selected consumer products on the basis of buying motive & market segmentation.

II: Visiting departmental store/ Retail Store located nearby, to study & report on the functioning of store.

III: Screening Advertisement in newspapers & magazines & reporting on the differences in appeal of different media of advertising