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Class XII



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CLASS XII

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CLASS XII

डॉ. एस. के. सिंह

एम. कॉम., पी-एच. डी.
राष्ट्रीय गौरव अवार्ड से सम्मानित

संजय गुप्ता

एम. कॉम., एम. फिल्.

संशोधित संस्करण



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Syllabus

BSEB & JAC State Boards ENTREPRENEURSHIP CLASS XII

Theory

Total Marks : 70

Unit I: Entrepreneurial Opportunities and Enterprise Creation

20 Marks

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Market Assessment
- Identification of Entrepreneurial Opportunities
- Selection of an Enterprise
- Steps in Setting up of an Enterprise

Unit II: Enterprise Planning and Resourcing

20 Marks

- Business Planning—Preparation of a Project Report
- Resource Assessment—Financial and Non-Financial
- Fixed and Working Capital Requirement, Funds, Flows, Profit Ratios, Break Even Analysis etc.
- Mobilising Resources—Sources and Means of Fund, Facilities and Technologies for starting an Enterprise.
- Organising/Production of Goods and Services—Quality, Quantity and Flow of Inputs.

Unit III: Enterprise Management

30 Marks

- (a) General Management : Basic Management Functions.
- (b) Managing Market :
Meaning, Functions of Marketing, Marketing Mix
Product
Price
Place
Promotion (Advertising and Sales Promotion)
- (c) Managing Finance—Sources of Long Term and Short Term Finances
Determination of Cost, Income, Calculation of Profit/Loss.
- (d) Managing Growth and Sustenance—Affecting Change, Modernisation, Expansion, Diversification and Substitution.
- (e) Entrepreneurial Discipline—Laws of Land, Ecology, Consumer's Concept, Adherence to Contract and Credits.

PRACTICAL

30 Marks

Introduction

The main objective of the course in entrepreneurship is to generate in the students initiative, self-reliance and enthusiasm so as to empower them to become entrepreneurs both in spirit and performance. A number of skills such as observation, evaluation, communication, resource mobilization and management, risk assessment, team building

(ii)

etc. are also to be developed in the students. Leadership qualities, sensitivity to business ethics and adherence to a positive value system are the core issues that the course highlight while presenting different concepts related to entrepreneurship.

Such a course should necessarily have a strong experiential component in the form of practical work. The objectives of the practical work are :

1. To introduce the students to the world of business by developing in them the core skills and competencies required for an entrepreneur.
2. To develop in the students qualities such as leadership, self-confidence, initiative, facing uncertainties, commitment, creativity, people and team building, integrity and reliability.
3. To enable the students to acquire the skills and knowledge needed for conducting surveys, collecting, recording and interpreting data and preparing simple estimates of demand for products and services.
4. To guide the students to prepare a Project Report.
5. To equip the students with knowledge and skills needed to plan and manage an enterprise through case studies conducted and recorded by the students in different fields such as resource assessment, market dynamics, finance management, cost determination, calculation of profit and loss etc.
6. To instill in the students important values and entrepreneurial discipline.

FORMAT

Total Marks : 30

- | | |
|--|----------|
| 1. Project Report/Market Survey Report | 10 Marks |
| 2. Viva-Voce on PW/SR | 5 Marks |
| 3. Case Study | 10 Marks |
| 4. Problem Solving | 5 Marks |

1. Project Report/Market Survey Report 10 Marks

(a) Project Report :

Preparation of a Project Report for an enterprise involving products/ services : Students may be provided adequate guidance to choose a project based on their interests and availability of information and authentic inputs in the locality. The specimen proforma of project report given in the textbook may be used for preparing the report. However, mechanical preparation of the report by filling in the information in the proforma should be discouraged. Further, as the students will be required to appear for a Viva-voce on the basis of their projects, sufficient care should be taken by the students to prepare the report after studying the various aspects involved thoroughly. In a nutshell, the project report should lead to viable enterprise.

(b) Market Survey Report

Market research is the process and technique of finding out who your potential customers are and what they want. The survey may be on products and services already available in the market or students may also conduct surveys for new products and services. The report of the survey should be organised under the following broad headings :

1. Objectives.
2. Methods and tools (interviews, questionnaires etc.) to be used to collect information.
3. Records of data and information.
4. Analysis of data and information.
5. Interpretation and conclusion.



(iii)

For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analysed to establish a pattern that may be useful to an entrepreneur.

Guidelines for Assessment of Project Report/Survey Report

1. Presentation : Format, Clarity, Use of graphs, tables and other visuals, organisation, methodical recording of data and information and general neatness of execution.

5 Marks

2. Originality and Creativity.

3 Marks

3. Authenticity of information and correctness of calculations and general feasibility of the project/sustainability of conclusion drawn in the survey.

2 Marks

2. Viva Voce on the Project/Market Survey Report

5 Marks

The questions should establish that the report is the original work of the student and that the student has a reasonably clear understanding of the work carried out by him/her. Entrepreneurial qualities such as leadership, self-belief, creativity, originality, initiative etc. may also be assessed by asking a variety of questions related to the report.

3. Case Study

10 Marks

A case study is a focused research on an organisation, enterprise, practice, behaviour or person undertaken to highlight an aspect that the study attempts to examine. For instance, a case study may be conducted on the pollution control method being employed by an industry. Or a successful industrialist may be chosen as a subject of a case study on analyze and understand the strategies that the industrialist adopted to achieve success.

Ideally, a case study should be conducted on subject with the objectives of bringing to the fore beliefs, practices, strategies, values etc. that have made them what they are. Such studies help us to understand the way in which great minds think and operate. We may also conduct case studies on failures; why a company collapsed, how a service lost its market etc. From both the types of case study, we learn lessons; how to do something or how not to do something. They also provide valuable insight into the processes involved in an enterprise.

A few topics are suggested for carrying out case studies :

- (i) Drawing a profile of a successful entrepreneur.
- (ii) Studying a public sector undertaking and highlighting its success/failure, by analyzing the factors responsible.
- (iii) Studying a small scale unit in the locality to bring out the procedures and processes adopted by the unit to become a feasible business venture.
- (iv) A study of competition in business by choosing two or more rivals in the market and analyzing their strengths and weaknesses.
- (v) Take the school itself for a case study and analyze any two aspects of the school plant for chalking out a plan of action : infrastructure, academics, co-curricular activities etc.
- (vi) A case study on a thriving fast food shop/restaurant in your locality. What makes it so popular ?
- (vii) A case study on the ways in which a business unit has mobilised its financial resources.
- (viii) A case study on the enterprise management techniques adopted by a business house.
- (ix) A case study on the marketing strategies of a successful consumer durable company.

(iv)

- (x) A case study on the financial management of a Public Limited Company.
- (xi) A case study on any Specialized Institution that supports and guides the establishment of a small scale unit.
- (xii) Studying the balance sheets of two big private companies to assess their trade and credit worthiness.
- (xiii) Studying the inventory management of a large manufacturing industry to ascertain the processes involved for optimizing cost.
- (xiv) Carrying out a case study on an established industrial house/company to find out the value system of the company and how it fulfils its social commitment/obligations.
- (xv) Carrying out a case study on an established industry to ascertain the processes followed to reduce/prevent pollution.
- (xvi) Study on environment friendly companies and their contribution to preservation.

Assessment of Case Studies

- (i) Presentation : Format, accuracy, clarity, authenticity and general neatness 7 Marks
- (ii) Analysis and Conclusions 3 Marks

4. Problems Solving

5 Marks

In this session, the students will be required to solve a problem in the form of a written test. The examiner may choose any problem related to the units in Class XII Text Book and set it for the class. The problem may be in the following areas :

- (a) How to scan the environment to establish the feasibility of a project.
- (b) Given certain figures showing the consumption pattern of a product, drawing conclusions that have a bearing on similar products.
- (c) Carrying out market assessment for a given product/service to ascertain the feasibility factor.
- (d) Assessment of Working Capital.
- (e) Calculation of total cost of production.
- (f) Calculation of break-even point.
- (g) Determining location of a manufacturing unit.
- (h) Problems in inventory control (calculation of the Economic Order Quantity and carrying out ABC analysis).
- (i) Applying pricing methods to determine the price of a product or service.
- (j) Applying promotion mix to plan a sales campaign for a product or service.
- (k) Working out a simple budget for a given task or job.

Assessment of Answers

The examiner may prepare five problems which are solved by him/her before they are presented to the students. The student may choose anyone of the problems and solve it, showing the different steps/different reasons involved in the solution. If the problem does not involve actual calculations, it may not have anyone correct answer. So weightage should be given not only to the final answer but to the entire process of problem solving that the student has followed. Originality and innovative spirit should be rewarded. The students should not be penalized for spelling errors, grammatical mistakes etc. as long as the answer is coherent. Where definite formulas are involved, accuracy should be given due weightage.

विषय-सूची

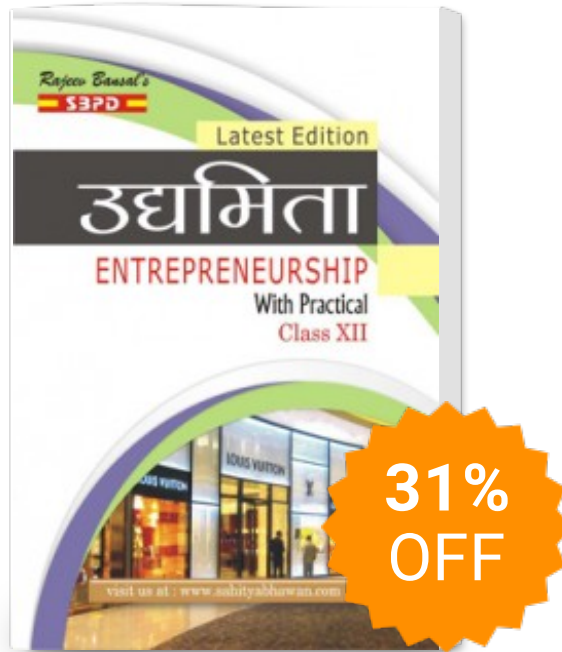
अध्याय

पृष्ठ-संख्या

इकाई I (Unit I)

साहसिक अवसर और उद्यम की उत्पत्ति (Entrepreneurial Opportunities and Enterprise Creation)

- 1. उद्यमितीय/साहसिक अवसरों की अनुभूति एवं पहचान** 3—12
(Sensing and Identification of Entrepreneurial Opportunities)
[I. अवसर से आशय; II. अवसर के प्रकार; III. अवसर एवं साहसी/उद्यमी का सम्बन्ध; IV. अवसर बोध के तत्व; V. उद्यमशील या साहसिक कार्य का प्रवर्तन; VI. साहसिक कार्य का प्रवर्तन; VII. साहसिक कार्य की कल्पना या विचार; VIII. व्यावसायिक अवसर; IX. व्यावसायिक अवसरों की पहचान के उद्देश्य एवं X. व्यावसायिक अवसरों की पहचान को प्रभावित करने वाले घटक; • Question–Answer Box; • आपने इस अध्याय में जो सीखा; • उपयोगी प्रश्न—दीर्घ उत्तरीय, लघु उत्तरीय, अति लघु उत्तरीय, एक अंकीय प्रश्न (उत्तर सहित), वस्तुनिष्ठ प्रश्न; • उच्च स्तरीय बुद्धि कौशल (HOTS) प्रश्न।]
- 2. पर्यावरण अथवा वातावरण का सूक्ष्म अध्ययन** 13—23
(Environment Scanning)
[I. पर्यावरण अथवा वातावरण का महत्व; II. पर्यावरण के प्रकार; III. पर्यावरणीय सूक्ष्म जाँच को प्रभावित करने वाले घटक; IV. पर्यावरणीय अथवा वातावरणीय मूल्यांकन एवं विश्लेषण; V. पर्यावरणीय अथवा वातावरणीय परीक्षण एवं विश्लेषण क्यों? VI. उद्यमशील वातावरण की प्रकृति एवं VII. वातावरणीय विश्लेषण की सीमाएँ; • Question–Answer Box; • आपने इस अध्याय में जो सीखा; • उपयोगी प्रश्न—दीर्घ उत्तरीय, लघु उत्तरीय, अति लघु उत्तरीय, एक अंकीय प्रश्न (उत्तर सहित), वस्तुनिष्ठ प्रश्न; • उच्च स्तरीय बुद्धि कौशल (HOTS) प्रश्न।]
- 3. विपणन/बाजार मूल्यांकन** 24—33
(Market Assessment)
[I. विपणन/बाजार वातावरण—अर्थ और परिभाषाएँ; II. बाजार मूल्यांकन; III. बाजार मूल्यांकन पर प्रभाव डालने वाले घटक; IV. माँग पूर्वानुमान; V. माँग पूर्वानुमान में सम्मिलित कारक; VI. नये उत्पादों के लिए माँग पूर्वानुमान; VII. विपणन की अवधारणा एवं VIII. विपणन का स्वभाव एवं क्षेत्र; • Question–Answer Box; • आपने इस अध्याय में जो सीखा; • उपयोगी प्रश्न—दीर्घ उत्तरीय, लघु उत्तरीय, अति लघु उत्तरीय, एक अंकीय प्रश्न (उत्तर सहित), वस्तुनिष्ठ प्रश्न; • उच्च स्तरीय बुद्धि कौशल (HOTS) प्रश्न।]
- 4. उद्यमितीय/साहसिक सुअवसर की पहचान एवं व्यवहार्यता अध्ययन** 34—40
(Identification of Entrepreneurial Opportunities and Feasibility Study)
[I. उत्पाद या सेवा का चुनाव करते समय ध्यान देने योग्य बातें—(1) बाजार का निर्धारण, (2) व्यावहारिकता, (3) उत्पादन लागत, (4) प्रतियोगिता, (5) कच्चे माल की पर्याप्त एवं सतत उपलब्धता, (6) तकनीकी पहलू एवं (7) लाभ की सम्भावना; II. नये उद्यम की शुरुआत; III. व्यवहार्यता अध्ययन; • Question–Answer Box; • आपने इस अध्याय में जो सीखा; • उपयोगी प्रश्न—दीर्घ उत्तरीय, लघु उत्तरीय, अति लघु उत्तरीय, एक अंकीय प्रश्न (उत्तर सहित), वस्तुनिष्ठ प्रश्न; • उच्च स्तरीय बुद्धि कौशल (HOTS) प्रश्न।]
- 5. उपक्रम का चुनाव** 41—45
(Selection of an Enterprise)
[I. उपक्रम का चुनाव—प्रारम्भिक क्रियाएँ; II. उपक्रम के चुनाव में ध्यान देने योग्य बातें—(1) स्थापना में आसानी, (2) व्यावसायिक क्रिया का प्रकार, (3) प्रत्यक्ष नियन्त्रण, (4) परिचालन का क्षेत्र, (5) पूँजी की उपलब्धता, (6) गोपनीयता, (7) स्थायित्व एवं निरन्तरता एवं (8) सरकारी नियमन; • Question–Answer Box; • आपने इस अध्याय में जो सीखा; • उपयोगी प्रश्न—दीर्घ उत्तरीय, लघु उत्तरीय, अति लघु उत्तरीय, एक अंकीय प्रश्न (उत्तर सहित), वस्तुनिष्ठ प्रश्न; • उच्च स्तरीय बुद्धि कौशल (HOTS) प्रश्न।]



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