

KOTHARI INTERNATIONAL SCHOOL**SYLLABUS : GRADE - 11
SUBJECT : ENTREPRENEURSHIP
SESSION : 2020-21**

SN.	MONTH	CHAPTER	TOPICS	SUB TOPICS	WEIGHTAGE
1	April	Ch. 1	Entrepreneurship- What , Why and How	Entrepreneurship – Concept, Functions and Need	15 Marks
2	June	Ch 1	Entrepreneurship- What , Why and How Contd	<ul style="list-style-type: none">• Why Entrepreneurship For You• Myths about Entrepreneurship• Pros and Cons of Entrepreneurship• Process of Entrepreneurship• Startup: Concept• Entrepreneurship – The Indian Scenerio	
3		Ch.2	An Entrepreneur	<p>Why be an Entrepreneur</p> <ul style="list-style-type: none">• Types of Entrepreneurs• Competencies and characteristics• Entrepreneurial Values, Attitudes and Motivation• Intrapreneur: Importance in any organization; Difference Entrepreneur & Intrapreneur	
4	July	Ch. 5	Understanding the Market	<ul style="list-style-type: none">• Market Research - Concept, Importance and Process• Opportunity Assessment – Factors, Micro and Macro Market EnvironmentExpand your marketKnow thy business, Components of Business, Marketing Mix,	

5	August	Ch.3	Entrepreneurship Journey	<ul style="list-style-type: none"> • Generation of Ideas • Business Ideas vs. Business Opportunities • Feasibility Study • Business Plan Preparation • Execution of Business Plan • Role of networking in entrepreneurship 	10 Marks
	September	Revision for Half Yearly Examination			
6	October	Ch 6	Business Arithmetic	Unit of Sale, Unit Price and Unit Cost - for single product or service <ul style="list-style-type: none"> • Types of Costs - Start up, Variable and Fixed • Break Even Analysis - for single 	10 Marks
7	November	Ch 4	Entrepreneurship as Innovation and Problem solving	Entrepreneurs - as problem solvers <ul style="list-style-type: none"> • Innovations and Entrepreneurial Ventures – Global and Indian • Role of Technology – E-commerce and Social Media • Social Entrepreneurship Concept 	20 Marks
8	December	Ch7	Resource Mobilisation	Types of Resources - Human, Capital and Entrepreneurial tools and resources <ul style="list-style-type: none"> • Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. 	
9	January	Revision for Annual Examination			
FEBRUARY -ANNUAL EXAMINATION					

TIME TAKEN TO TEACH

4 Block Periods

6 Block Periods

10 Block Periods

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12 block
periods

10 Block
Periods

12 Block
Periods

10 Block
Periods