

Sub-ENTREPRENEURSHIP

Serial Number	Month	Name of the chapters	Sub topics	Learning outcomes
1.	May	Bridge Course	A short explanation on previous topic from Economics Human activities and topics on Marketing, Environmental scanning, Concept of Business, SWOT Analysis etc. will be given to the students.	This will help them to succeed throughout the rest of the year. Whether the learner is earnestly attempting to stay ahead or avoid falling behind, these classes will help students the connection they need to succeed.
2.	June-July	Entrepreneurship: Concept and Functions	Entrepreneurship – Concept, Functions and Need . Why Entrepreneurship for You . Myths about Entrepreneurship. Advantage and Limitations of Entrepreneurship . Process of Entrepreneurship. Entrepreneurship – The Indian scenario	After going through this Unit, the student Will be able to: Understand the concept of Entrepreneurship . Explain the functions of an Entrepreneur . Appreciate the need for Entrepreneurship in our economy .Assess how entrepreneurship can help shape one’s career . State the myths, advantages and limitations of Entrepreneurship .Discuss the steps in the process of Entrepreneurship .Describe the current scenario of Entrepreneurial activity in India.

3.	August	An Entrepreneur	<p>Why be an Entrepreneur .</p> <p>Types of Entrepreneurs</p> <p>.Competencies and characteristics .</p> <p>Entrepreneurial Values, Attitudes and Motivation .</p> <p>Intrapreneur: Meaning and Importance</p>	<p>After going through this unit , the students will be able to:</p> <p>Understand the motivation to become an entrepreneur .</p> <p>Differentiate between various types of entrepreneurs .</p> <p>Explain the competencies of an Entrepreneur .</p> <p>Appreciate the importance of Ethical Entrepreneurship</p> <p>.Appreciate the difference between Entrepreneur and Intrapreneur</p>
4.	September	Entrepreneurial Journey	<p>Idea generation.</p> <p>Feasibility Study and opportunity assessment .</p> <p>Business Plan: meaning, purpose and elements .</p> <p>Execution of Business Plan</p>	<p>After going through this unit , the students Will be able to:</p> <p>Understand ways of idea generation.</p> <p>Discuss the concept of types of feasibility study .Draft a basic business plan. Understand the reasons for success and failure of business plan.</p>
5.	October	Entrepreneurship as Innovation and Problem solving	<p>Entrepreneurs as problem solvers .</p> <p>Innovations and Entrepreneurial Ventures – Global and Indian .Role of Technology – E-commerce and Social Media .</p> <p>Social Entrepreneurship - Concept</p>	<p>After going through this unit , the students Will be able to:</p> <p>Understand the role of entrepreneurs as problem solvers</p> <p>.Appreciate the role of global and Indian innovations in entrepreneurial ventures .</p> <p>Understand the use of technology and</p>

				digitization for new businesses. .Discuss the concept of social entrepreneurship
6.	November	Understanding the Market	Market: Concept, Types . Micro and Macro Market Environment . Market Research - Concept, Importance and Process. Marketing mix.	After going through this unit , the students Will be able to: Scan the market environment . Learn how to conduct market research . Understand the Elements of marketing mix
7.	December	Business Finance and Arithmetic	Unit of Sale, Unit Price and Unit Cost - for single product or service . Types of Costs - Start up, Variable and Fixed .Break Even Analysis - for single product or service	After going through this unit , the students Will be able to: Discuss - Unit Cost, Unit of Sale, Unit Price of a product or service . Understand the components of COST - Start-up and operational costs . Calculate break even of single product and service.
8.	January	Resource Mobilization Revision of all the Chapters	Types of Resources – Physical, Human, Financial and Intangible. Selection and utilization of human resources and professionals like	After going through this unit , the students Will be able to: Identify the different types of resource tools – Physical and material, Human,

			Accountants, Lawyers, Auditors, Board members.	Financial, Intangibles.
9.	February + March	Annual Examination		