

**SUB – ENTREPRENEURSHIP**

Serial Number	Month	Name of the Chapters	Sub - Topic	Learning Outcomes
1.	April	Chapter – 1 Entrepreneurial Opportunity	Sensing Entrepreneurial Opportunities. Environment Scanning. Problem Identification. Idea fields. Spotting Trends. Creativity and Innovation. Selecting the Right Opportunity	After going through this unit, the student would be able to: Comprehend the concept and elements of business opportunity. Discuss the process of sensing opportunities Understand the need to scan the environment. Enlist the various forces affecting business environment. Identify the different idea field. Understand the concept of opportunity and market assessment. Appreciate the ways in which trends can be spotted. Understand the process of creativity and innovation. Transform ideas into business opportunities.
2.	May - June	Chapter – 2 Entrepreneurial Planning	Forms of business organization- Sole proprietorship, Partnership, Company. Business Plan: concept, format. Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing	After going through this unit, the student would be able to: Recall the meaning of the various forms of business organization. Understand the characteristics of the various forms of business organization. Understand the difference between a Public and Private Company.

			plan; Human Resource plan	<p>Appreciate the reasons for a private company being more desirable.</p> <p>Appreciate the concept and importance of a Business Plan.</p> <p>Describe the various components of Business plan.</p> <p>Differentiate among the various components of Business plan.</p> <p>Develop a Business Plan</p>
3.	July-August	Chapter – 5 Business Arithmetic	<p>Unit of Sale, Unit Cost for multiple products or services.</p> <p>Break even Analysis for multiple products or services.</p> <p>Computation of Working Capital.</p> <p>Inventory Control and EOQ.</p> <p>Return on Investment (ROI) and Return on Equity (ROE).</p>	<p>After going through this unit, the student would be able to:</p> <p>Understand the concept of Unit Cost and Unit Price.</p> <p>Calculate Break-even point for Multiple products and services.</p> <p>Understand the concept of Inventory Control.</p> <p>Compute the working capital of a business.</p> <p>Calculate Return on Investment; Return on Equity and Economic Order Quantity.</p>
4.	September	Chapter – 3 Enterprise Marketing	<p>Marketing and Sales Strategy.</p> <p>Branding, Logo, Tagline.</p> <p>Promotion Strategy.</p>	<p>After going through this unit, the student would be able to:</p> <p>Discuss the various marketing strategies used in a business.</p> <p>Explain Marketing Mix.</p> <p>Understand the concept of Branding, Packaging and Labeling.</p> <p>Describe the various methods of Pricing.</p> <p>Discuss the various factors affecting the channels of distribution.</p> <p>Understand the concept and types of sales strategy.</p> <p>Discuss different tools of promotion.</p>

				<p>Appreciate the objectives and different modes of Advertising.</p> <p>Understand the concept of personal selling, sales promotion, public relations. Discuss the various techniques of sales promotion.</p>
5.	October	Chapter – 4 Enterprise Growth Strategies	<p>Franchising: Concept and types.</p> <p>Franchising: Advantages and limitations to franchisor and franchisee.</p> <p>Mergers and Acquisition: Concept, reasons and types.</p> <p>Reasons for mergers and acquisitions.</p>	<p>After going through this unit, the student would be able to:</p> <p>Understand the concept of growth &amp; development of an enterprise.</p> <p>Discuss the concept, types, advantages and limitations of franchising.</p> <p>Appreciate growth of business through mergers and acquisitions.</p> <p>Discuss the different types of mergers and acquisitions.</p> <p>Discuss the reasons for mergers and acquisitions.</p>
6.	November	Chapter – 6 Resource Mobilization	<p>Capital Market: Concept.</p> <p>Primary market: Concept, methods of issue.</p> <p>Angel Investor: Features.</p> <p>Venture Capital: Features, funding.</p>	<p>After going through this unit, the student would be able to:</p> <p>Understand the need of finance in Business.</p> <p>Discuss the various sources of funds required for a firm.</p> <p>Understand the ways of raising funds in primary market.</p> <p>Appreciate the Angel Investors and Venture Capitalists as a source of business finance.</p>