CAMBRIAN PUBLIC SCHOOL KANKE ROAD RANCHI

Class – XII (Session 2026-27)

LEARNING PLAN OUTCOMES

Subject: Entrepreneurship (066)

S. No.	Month	Chapter/Unit Name	Learning Outcomes
1	**April**	Unit 1: Entrepreneurial Opportunity	• After going through this unit, the student/learner 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**	Unit 2: Entrepreneurial Planning	• After going through this unit, the student/learner 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 • Appreciate the reasons for a private company being more desirable • Appreciate the concept and importance of a Business Plan • Describe the various components of Business plan • Differentiate among the various components of Business plan • Develop a Business Plan
3	**June**	Unit 3: Enterprise Marketing	• After going through this unit, the student/learner would be able to: • Discuss the various marketing strategies used in a business & Explain Marketing Mix. • Understand the concept of Branding, Packaging and Labeling

			• Describe the various methods of Pricing • Discuss the various factors affecting the channels of distribution
4	**July**	Unit 3: Enterprise Marketing (Contd..)	• Understand the concept and types of sales strategy • Discuss different tools of promotion • Appreciate the objectives and different modes of Advertising • Understand the concept of personal selling, sales promotion, public relations • Discuss the various techniques of sales promotion
5	**August**	Unit 4: Enterprise Growth Strategies	• After going through this unit, the student/learner would be able to: • Understand the concept of growth & development of an enterprise • Discuss the concept, types, advantages and limitations of franchising • Appreciate growth of business through mergers and acquisitions • Discuss the different types of mergers and acquisitions • Discuss the reasons for mergers and acquisitions
6	**September**	• Revision • Portion taught from April to Aug • Half Yearly Exam	• After going through this revision and exam students will be able to know their weakness and strength and subject knowledge.
7	**October**	Unit 5: Business Arithmetic	• After going through this unit, the student/learner would be able to: • Understand the concept of Unit Cost and Unit Price • Calculate Break-even point for Multiple products and services. • Understand the concept of Inventory Control • Compute the working capital of a business. • Calculate Return on Investment; Return on Equity and Economic Order Quantity
		Unit 6: Resource Mobilization	• After going through this unit, the student/learner would be able to: • Understand the need of finance in Business • Discuss the various sources of funds required for a firm • Understand the ways of raising funds in primary market • Appreciate the Angel Investors and Venture Capitalists as a source of business finance.
8	**November**	Unit 6: Resource Mobilization (Contd..)	• Understand the ways of raising funds in primary market

			• Appreciate the Angel Investors and Venture Capitalists as a source of business finance.
9	**December, January, February, March**	• Revision • Pre-Board/Board • Project Work 1. Business Plan 2. Market Survey	• After going through this revision and Pre-Board/Board students will be able identify personal weak areas and topic deficiencies. • They will familiarize with the board paper structure, time management, and examination pressure. • After all they will give their best in the final exam. • After going through this project work, the student/learner would be able to: • Develop a comprehensive, structured Business Plan covering organizational, operational, and financial strategies. • Conduct an independent Market Survey to gather, analyze, and interpret primary consumer and industry data. • Apply practical arithmetic and analytical skills to perform realistic numerical and financial assessments for a business venture. • Demonstrate strong oral communication, presentation, and critical thinking skills during the project defense and viva-voce. • Integrate theoretical entrepreneurial concepts with real-world business scenarios as per established guidelines.

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