ENTREPRENEURSHIP

- 311

Syllabus for Class 12

CUET Entrance Exam

AglaSem.Com

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Note:
There will be one Question Paper which will have 50 questions out of which 40 questions need to be attempted.

Unit 1: Entrepreneurial Opportunity

- **Sensing Entrepreneurial Opportunities**
- **Environment Scanning**
- **Problem Identification**
- **Idea fields**
- **Spotting Trends**
- **Creativity and Innovation**

Selecting the Right Opportunity

Unit 2: Entrepreneurial Planning

- Forms of business organization- Soleproprietorship, Partnership, Company
- Business Plan: concept, format.
- Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan;

  Human Resource planning

Unit 3: Enterprise Marketing

- Marketing and Sales Strategy
- Branding, Logo, Tagline

  Promotion Strategy

Unit 4: Enterprise Growth Strategies

- Franchising: Concept, types, advantages,limitations.
- Mergers and Acquisition: Concept,reasons, types.

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Unit 5: Business Arithmetic

- Computation of Working Capital
- Inventory Control and EOQ

Return on Investment (ROI) andReturn on Equity (ROE)

- **Unit 6: Resource Mobilization**

- Capital Market- Primary
- Angel Investor: Features
- Venture Capital: Features, funding.