

**Board of School Education Haryana, Bhiwani**  
**Senior Secondary Syllabus (Open)**  
**Session : 2012-13**  
**Sub. : Entrepreneurship**

**Unit I Entrepreneurial opportunities & Enterprise exation**

- i) Sensing entrepreneurial opportunities.
- ii) Environment scanning.
- iii) Market Assessment.
- iv) Identification of entrepreneurial opportunities
- v) Selection of an enterprise
- vi) Steps in setting up of an enterprise

**Unit II Enterprise planning and Re-sourcing : -**

- i) Business planning – Preparation of a Project Report.
- ii) Resource Assessment – Financial & Non-Financial.
- iii) Fixed & working Capital Requirement – Funds, Flows, Profit Ratios, Breakeven Analysis etc.
- iv) Mobilising Resources – Sources and means of funds, Facilities and Technologies for starting an enterprise.

**Unit III Enterprise Management –**

- i) General Management, basic management functions.
- ii) Organising production of goods and services – Quality, Quality and flow of inputs.
- iii) Managing Market : Meaning, Functions of Marketing, Marketing Mix, product, price, place, promotion (advertising and sales promotion)
- iv) Managing Finances – Sources of long term and short term finances.
- v) Determination of cost, income, calculation of profit/loss.

- vi) Managing growth and sustenance – Affecting change, modernisation, expansion, diversification and substitution.
- vii) Entrepreneurial Discipline – Laws of land, ecology, consumer's crucern, adherence to contract and credits.

**Practical -**

1. Selecting a product/ service, collecting relevant data for preparing a business plan of a manufacturing/ trading/ service unit incorporating all the elements of the business plan.
2. Estimating demand of a product/ service by using market survey techniques.