

FOR All HSC Vocational Students

Std. – XII

Sr. No	Title of the Paper	Theory		Practical		Project	Student	Oral	Total
		Marks	Time (Hours)	Marks	Time (Hours)	Report	Activity		Marks
1	Entrepreneurship Development	60	2 $\frac{1}{2}$	-	-	20	10	10	100

Note:

1. 20 marks are allotted for Project Work (One Project Reports should be prepared by every student.)
2. 10 marks are allotted for Student Activity (Every student should maintain a file)
3. 10 marks are allotted for oral.

Paper: Entrepreneurship Development

Sr. No	Unit	Sub Unit	Periods	Students Activity
01	Entrepreneurial Career	Need & scope for self employment Types of business in different trading sectors Importance of skill Qualities of good entrepreneur Dynamics of entrepreneurship Entrepreneurial competencies Entrepreneurial goal setting	10	Collect any two success stories of:- entrepreneur/business icons and present it in class room
02	Market Assessment	Meaning Understanding consumer and consumer behavior Need and importance of market assessment	12	Conduct actual market survey of any one product
		Techniques of market assessment Market & market segments Concept of publicity and advertisement		
03	Project Selection	Meaning of Project Product identification Classification of project Selection of project SWOT Analysis	12	Make SWOT analysis of minimum one project

04	Resource Mobilization	Meaning of resource and resource mobilization Various resources Network analysis Role of various schemes and institutions for self employment	10	Collect information from various organizations, institutions for self employment schemes i.e. I) DIC II) MCD III) MSSDC IV) KVIC V) MITCON
05	Project Formulation	Need for project report Elements of project report Determining project size Selection of place and machineries Determining labour and raw materials Estimation of project cost Break Even Analysis and Profitability. Time schedule, project monitoring and review techniques. (Network Analysis) Requirements of banks and financial institutions Project Appraisal	20	Prepare a project report on any one project.
06	Initiation of Project	Procedure for setting of an enterprises as per local requirement Registration and legal formalities of firm Investment procedure Identification of Financial Agencies and bank	09	Identify five licensing authorities business/industry and list out the various license, collect format OR Prepare a dummy loan proposal for business/industry/shop
07	Operation Management	Concept of Purchasing and Planning materials Techniques of material storage analysis a) ABC b) EOQ Issue and Accounting of Stores & Materials Flow and control of material Quality Control and Operation of materials	09	Prepare a report based on issue of material of cottage/small industry/business house.
08	Financial Management	Book-keeping and Accounting Principles of double entry book-keeping	18	Prepare formats of the following a) Journal
		Understanding financial statement Compilation of final accounts Cost concept Budgetary control		b) Ledger c) Trading Account d) Profit and Loss Account e) Balance Sheet
09	Marketing Management	Meaning and concept of Marketing Management Functions of marketing Channels of distribution Salesmanship	08	Prepare a layout of an advertisement of any product (Print Media)

10	Industrial Relations and Personnel Management	Methods and process of recruitment Wages and incentives Training & appraisal Employer and employee relations	06	Prepare an application form with detail bio-data for the post of salesman/clerk/supervisor/technician/skilled worker
11	Transportation	Meaning and importance of transport Means of transport Advantages and disadvantages of transport	06	Prepare a chart of means of transportation and commodities to be transported.

Note:-

- 1) Subject 'Employability Skill Development' and 'Entrepreneurship Development' should be taught strictly by MBA or equally qualified expert.
- 2) Each student has to study and prepare one project reports based on concerned vocational course.
- 3) The sample list of project reports for each group of vocational course is shown in annexure.
- 4) The project report should be completed under the guidance of MBA or equally qualified expert.