Level Up
CUET

An Institute for CUET Examination & Expert Guidance for CUET

1000+ QUESTIONS

CUET - 2023

ENTREPRENEUR

BASED ON CUET PATTERN

Syllabus for Class 12

MODE: ONLINE

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.

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.