

ES TEAM WORK

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;

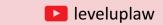
Human Resource planning

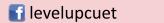
Unit 3: Enterprise Marketing

- 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.



