



# साप्ताहिक विच्छेदित पाठ्यक्रम

मई 2024-मार्च 2025

कक्षा-12

वाणिज्य संकाय

एकीकृत  
शैक्षणिक कैलेंडर  
2024 के साथ  
समन्वित



सम्बंधित दस्तावेज एवं शैक्षणिक सामग्री  
के लिए QR कोड को SCAN करें।



झारखण्ड शैक्षिक अनुसंधान एवं प्रशिक्षण परिषद्, राँची  
Jharkhand Council of Educational Research and Training, Ranchi

# साप्ताहिक विच्छेदित पाठ्यक्रम 2024-25

कक्षा - 12

वाणिज्य संकाय



झारखण्ड शैक्षिक अनुसंधान एवं प्रशिक्षण परिषद्, राँची

Jharkhand Council of Educational Research and Training, Ranchi

**ENTREPRENEURSHIP**

Note - According to latest syllabus published by CBSE &amp; Adapted by JCERT

Month	Week	Name of Chapter	Subtopic of Chapter
May (17 days) & June (16 days)	May 1st, 2nd, 3rd, 4th & 5th (17 days)	Unit 1: Entrepreneurial Opportunity	<ul style="list-style-type: none"> <li>• Sensing Entrepreneurial Opportunities</li> <li>• Environment Scanning</li> <li>• Problem Identification</li> <li>• Idea fields</li> <li>• Spotting Trends</li> <li>• Creativity and Innovation</li> <li>• Selecting the Right Opportunity</li> </ul>
	June 1st, 2nd & 3rd (6 days)		
	June 4th & 5th (10 days)		
July (25 days)	1st (6 days)	Unit 2: Entrepreneurial Planning	<ul style="list-style-type: none"> <li>• Forms of business organization- Sole proprietorship, Partnership, Company</li> <li>• Business Plan: concept, format.</li> <li>• Components: Organisational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource plan</li> </ul>
	2nd (6 days)		
	3rd (4 days)		
	4th (6 days)		
	5th (3 days)		
August (24 days)	1st (3 days)	Unit 3: Enterprise Marketing	<ul style="list-style-type: none"> <li>• Marketing and Sales Strategy</li> <li>• Branding, Logo, Tagline</li> <li>• Promotion Strategy</li> </ul>
	2nd (6 days)		
	3rd (5 days)		
	4th (5 days)		
	5th (5 days)		
September (20 days)	1st (0 day) & 2nd (5 days)	Unit 4: Enterprise Growth Strategies	<ul style="list-style-type: none"> <li>• Franchising: Concept and types</li> <li>• Franchising: Advantages and limitations to franchisor and franchisee.</li> <li>• Mergers and Acquisition: Concept, reasons and types.</li> <li>• Reasons for mergers and acquisitions</li> </ul>
	3rd (5 days)		
	4th (3 days)		
	5th (6 days) & 6th (1 day)		
	1st (3 days) & 2nd (3 days)		
3rd (6 days)			
4th (6 days)			
5th (3 days)			
1st (1 day) & 2nd (4 days)	Unit 6: Resource Mobilization	<ul style="list-style-type: none"> <li>• Capital Market: Concept</li> <li>• Primary market: Concept, methods of issue</li> <li>• Angel Investor: Features</li> <li>• Venture Capital: Features, funding.</li> </ul>	
3rd (5 days)			
4th (6 days)			
5th (5 days)			

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**ENTREPRENEURSHIP**

Month	Week	Name of Chapter	Subtopic of Chapter
December (19 days)	1st (0 day) & 2nd (6 days)	Practical	Project Work Project Planning
	3rd (6 days)		
	4th (6 days)		Project Report : General Model Case Study Project Analysis
	5th (2 days) & 6th (0 day)		
January (20 days) February (20 days) March (21 days) till board examination	Revision & Test		
Total Working Days - 224 Days (Tentative)			
<b>Prescribed Books:</b> 1. Entrepreneurship - Class XII - C.B.S.E., Delhi 2. Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla			