



Sir Padampat Singhania Education Centre
Kamla Nagar, Kanpur

Lesson Plan
Session 2017 - 2018
Class: XIIth

Subject : **Entrepreneurship**
Book : **NCERT**

Subject Coordinator
Name: Mr. Kunal Khera

Head of Department
Name: Dr. Devendra Pratap Singh

Sign:

Sign:



Sir Padampat Singhania Education Centre

Kamla Nagar, Kanpur

Yearly Syllabus/Planning overview

Session: 2017 - 2018

Subject: Entrepreneurship

Class: XIIth

No. of periods: 21

Month	Assessed in	Lesson/s to be covered	Period Count
July	Term I	CH-2: Enterprise Planning CH-3: Enterprise Marketing	6 2
August	Term I	CH-3: Enterprise Marketing	8
September	Term I	CH-4: Enterprise Growth Strategies	5

Subject coordinator:

HOD:

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Kamla Nagar, Kanpur

Weekly planning overview

Session: 2017- 2018

Subject : Entrepreneurship

Class : XIIth

No. of periods: 8

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK 13 : 3rd July to 8th July			Period Count: 2
PD1	Enterprise Planning: Business plan, its importance and formats of plan	Revision	
PD2	Enterprise Planning: Production plan, organizational plan and operational plan	Revision	
WEEK 14: 10th July to 15th July			Period Count: 2
PD1	Enterprise Planning: Financial plan and its components	Worksheet	
PD2	Enterprise Planning: Marketing plan and its steps	Revision	
WEEK 15: 17th July to 22nd July			Period Count:2
PD1	Case studies	Revision	
PD2	Case studies	Revision	
WEEK 16: 24th July to 29th July			Period Count: 2
PD1	Enterprise Marketing: goal setting, rules, SMART goals, marketing mix	Revision	
PD2	Enterprise Marketing: Branding	Revision	

Subject coordinator

Supervisor

Principal/V. Principal



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Weekly planning overview

Session: 2017 - 2018

Subject : Entrepreneurship

Class : XIIth

No. of periods: 8

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK 17: 31st July to 5th August			Period Count: 2
PD1	Enterprise Marketing: Logo and taglines, labeling, intellectual property	Revision	
PD2	Enterprise Marketing: Pricing its advantages and methods of pricing	Revision	
WEEK 18: 7th August to 12th August			Period Count: 2
PD1	Enterprise Marketing: place mix and promotion	Worksheet	
PD2	Enterprise Marketing: Promotion strategies, personal selling and public relations	Revision	
WEEK 19: 14th August to 19th August			Period Count: 2
PD1	-----		
PD2	Enterprise Marketing: negotiation, CRM, vendor management	Revision	
HOLIDAY 15/8/17 INDEPENDENCE DAY			
WEEK 20: 21st August to 26th August			Period Count: 2
PD1	Enterprise Marketing: causes of business failures	Revision	
PD2	Case studies	Revision	

Subject coordinator

Supervisor

Principal/V. Principal



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Kamla Nagar, Kanpur

Weekly planning overview

Session: 2017 - 2018

Subject : Entrepreneurship

Class : XIIth

No. of periods: 5

Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)
WEEK 21: 28/8/17 to 2/9/17			Period Count: 2
PD1	Enterprise growth strategies: internal expansion, external expansion and franchising.	Revision	
PD2	Enterprise growth strategies: advantages and disadvantages of franchising.	Revision	
WEEK 22: 4/9/17 to 9/9/17			Period Count: 2
PD1	Case study	Revision	
PD2	Case study	Revision	
WEEK 23: 11/9/17 to 16/9/17			Period Count: 1
PD1	Revision	Revision	
PD2	HALF-YEARLY EXAMINATION		
HALF-YEARLY EXAMINATION (12/9/17 - 16/9/17)			
WEEK 24: 18/9/17 to 23/9/17			Period Count: NIL
PD1	HALF-YEARLY EXAMINATION		
PD2	HALF-YEARLY EXAMINATION		

HALF-YEARLY EXAMINATION (18/9/17 - 23/9/17)

Subject coordinator

Supervisor

Principal/V. Principal

Sir Padampat Singhania Education Centre, Kamla Nagar, Kanpur

Book :
Publication :
Lesson :

Class :
Session: 20 - 20
Subject:

Lesson Plan

Ques 1.

Ans.

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Ques 2.

Ans.

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Ques 3.

Ans.

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Note: This lesson contains one worksheets.

