

Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur

Lesson Plan Session 2017 - 2018 Class: XIIth

Subject Book : Entrepreneurship : 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	6
		CH-3: Enterprise Marketing	2
August	Term I	CH-3: Enterprise Marketing	8
September	Term I	CH-4: Enterprise Growth Strategies	5

Subject coordinator:

HOD:

Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur Monthly Syllabus/Planning overview Session: 2017 - 2018					
Subject	: Entrepreneurship Class Date/Week		s : XIIth No. of periods: 21		
Month			Lesson/s	Period Count	
July	From 3 rd July	To 8 th July	Enterprise Planning		2
	10 th July	15 th July	Enterprise Plan	nning	2
	17 th July	22 nd July	Enterprise Plan	ining	2
	24 th July	29 th July	Enterprise Mar	keting	2
August	31 st July	5 th August	Enterprise Mar	keting	2
	7 th August	12 th August	Enterprise Mar	keting	2
	14 th August	19 th August	Enterprise Mar	keting	2
	21 st August	26 th August	Enterprise Mar	keting	2
September	28 th August	2 nd September	nber Enterprise growth strategies		2
	4 th September	9 th September			2
	11 th September	16 th September			1
	18 th September	23 rd September	HALF YEARLY	EXAMINATION	

Subject coordinator: HOD:					
Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur					
	Weekly planning overview Session: 2017- 2018				
Subject	: Entrepreneureship Class : XIIth	No. of per	iods: 8		
Period	Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)		
WEEK 13	3 : 3 rd July to 8 th 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	4: 10 th July to 15 th July		Period Count: 2		
PD1	Enterprise Planning: Financial plan and its components	Worksheet			
PD2	Enterprise Planning: Marketing plan and its steps	Revision			
WEEK 1	5: 17 th July to 22 nd July		Period Count:2		
PD1	Case studies	Revision			
PD2	Case studies	Revision			
WEEK 16: 24 th July to 29 th July Period Count: 2					
PD1	Enterprise Marketing: goal setting, rules, SMART goals, marketing mix	Revision			
PD2	Enterprise Marketing: Branding	Revision			
Subject o	coordinator Supervisor	Prir	ncipal/V. Principal		

Sir Padampat Singhania Education Centre 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 17	7: 31 st July to 5 th August		Period Count: 2	
PD1	Enterprise Marketing: Logo and taglines, labeling, intellectual property	Revision		
PD2	Enterprise Marketing: Pricing its advantagesand meathods of pricing	Revision		
WEEK 18	8: 7 th August to 12 th 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: 14 th August to 19 th August Period Count:				
PD1				
PD2	Enterprise Marketing: negotiation, CRM, vendor management	Revision		
HOLIDAY	Y 15/8/17 INDEPENDENCE DAY	L	<u> </u>	
WEEK 20	0: 21 st August to 26 th August		Period Count: 2	
PD1	Enterprise Marketing: causes of business failures	Revision		
PD2	Case studies	Revision		
Subject o	coordinator Supervisor	Pri	ncipal/V. Principal	

Sir Padampat Singhania E Kamla Nagar, Kanp	ducation (Centre		
Weekly planning overviewSession: 2017 - 2018Subject: EntrepreneurshipClass : XIIthNo. of periods: 5				
Topic/s to be covered in classroom	Homework	Status (Yes/No) (Reason if No)		
l: 28/8/17 to 2/9/17		Period Count: 2		
Enterprise growth strategies: internal expansion, external expansion and franchising.	Revision			
Enterprise growth strategies: advantages and disadvantages of franchising.	Revision			
WEEK 22: 4/9/17 to 9/9/17 Period Count: 2				
Case study	Revision			
Case study	Revision			
3: 11/9/17 to 16/9/17		Period Count: 1		
Revision	Revision			
HALF-YEARLY EXAMINATION				
HALF-YEARLY EXAMINATION (12/9/17 – 16/9/17)				
4: 18/9/17 to 23/9/17		Period Count: NIL		
HALF-YEARLY EXAMINATION				
HALF-YEARLY EXAMINATION				
HALF-YEARLY EXAMINATION (18/9/17 – 23/9/17)				
coordinator Supervisor	Pri	ncipal/V. Principal		
	Kamla Nagar, Kanp Weekly planning over Session: 2017 - 202 Session: 2017 - 202 : Entrepreneurship Class : XIIth Topic/s to be covered in classroom 4: 28/8/17 to 2/9/17 Enterprise growth strategies: internal expansion, external expansion and franchising. Enterprise growth strategies: advantages and disadvantages of franchising. Enterprise growth strategies: advantages and disadvantages of franchising. 2: 4/9/17 to 9/9/17 Case study Case study Case study Case study Enterprise growth strategies: advantages and disadvantages of franchising. 2: 11/9/17 to 16/9/17 Revision HALF-YEARLY EXAMINATION HALF-YEARLY EXAMINATION (12/9/17 - 16/9/17) 4: 18/9/17 to 23/9/17 4: 18/9/17 to 23/9/17 HALF-YEARLY EXAMINATION HALF-YEARLY EXAMINATION HALF-YEARLY EXAMINATION HALF-YEARLY EXAMINATION HALF-YEARLY EXAMINATION	Session: 2017 - 2018 : Entrepreneurship Class : XIIth No Topic/s to be covered in classroom Homework a: 28/8/17 to 2/9/17 Enterprise growth strategies: internal expansion, external expansion and franchising. Revision Enterprise growth strategies: advantages and disadvantages of franchising. Revision Revision 2: 4/9/17 to 9/9/17 Case study Revision Revision Case study Revision Revision Revision 3: 11/9/17 to 16/9/17 Revision Revision ARLY EXAMINATION (12/9/17 - 16/9/17) *: 18/9/17 to 23/9/17 Revision ARLY EXAMINATION (18/9/17 - 23/9/17) ARLY EXAMINATION (18/9/17 - 23/9/17) ARLY EXAMINATION (18/9/17 - 23/9/17)		

Sir Padampat Singhania Education Centre, Kamla Nagar, Kanpur

Book : Publication : Lesson : Class : Session: 20 - 20 Subject:

Lesson Plan

Ques 1. Ans.

(Ref.: Page 18)

Ques 2. Ans.

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Ques 3. Ans.

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Note: This lesson contains one worksheets.

Sir Padampat Singhania Education Centre Kamla Nagar, Kanpur				
EDUCATION CENTRE				
		Lesson plan implementation Session: 20 - 20	ı report	
Term From Dat	: te :	As	ssessment Date	: :
Subject Book				: ds :
Section	Subject Teacher	Lesson/s to be covered according to lesson plan	Status Yes/No	Reason if not completed

<u>Remarks:</u>

Subject coordinator: