

ABOUT THE COURSE

The VHSE Entrepreneurship Development curriculum for classes XI stands out for its strong dynamism, continuous evolution and development. The practical functional approach has been adopted for the Entrepreneurship Development Curriculum. In the current climate of psychological, social and economic changes, society is influenced by knowledge explosion, creation and exponential technology growth. Thus the need to modify and infuse changes in the Entrepreneurship Development Curriculum at VHSE is a vital step in the upgradation and updation of the existing curriculum. The course aims at providing the basic concepts and practical aspects of entrepreneurship, thereby equipping the students with entrepreneurial values, attitudes, motivation and competencies so that they can pursue a career that also calls for creativity and innovation. To accelerate the pace of development of our economy, we need more entrepreneurs who generate wealth and job opportunities for the country. In fact the entire world needs 'job providers'.

AIM OF ENTREPRENEURSHIP DEVELOPMENT

The curriculum of Entrepreneurship Development is aimed to develop Entrepreneurial culture and foster the growth of innovation and Entrepreneurship amongst the students as well as teachers. The prime focus is to equip students with the skills, which make them eligible for the wide range of career opportunities offered by global undertaking like "Make in India", a major national programme designed to transform India into global manufacturing hub, which will be in full swing in a few years. Make in India, as a prestigious venture to raise quality standard of Indian products to attract capital and technological investment in India, will extend prosperous career choices to the VHSE students. At VHSE level, students will begin to contemplate and introspect on their choice of subjects for higher studies. For some students, this stage may be the end of their formal education, leading to the world of work and employment; for others, it will be the foundation for higher education. They may choose either a specialized academic course or job oriented vocational courses. Entrepreneurship Development would equip them with the necessary skills to make a meaningful contribution towards their personal and professional growth in future.

MAJOR FOCUS OF ENTREPRENEURSHIP DEVELOPMENT

The new curriculum of Entrepreneurship Development incorporates the content of Personality Development, Life Skill Training and Practical Business activities that introduce students to market dynamics and encourage their hidden entrepreneurial skills. Entrepreneurship is indeed, one of the key drivers of our economy. Day by day we see more and more entrepreneurs initiating unique business ideas.

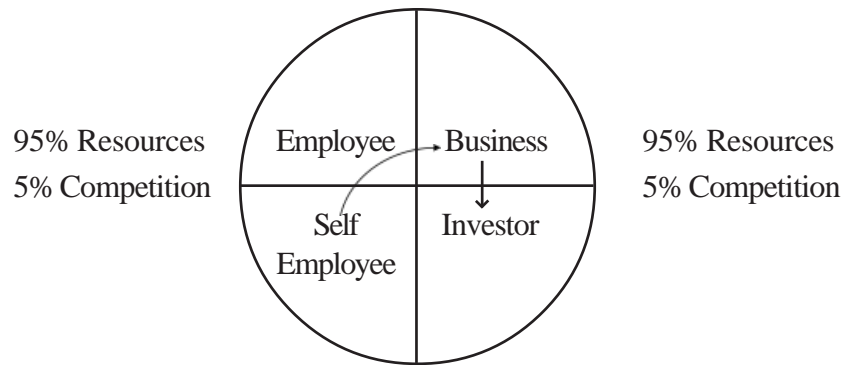
Entrepreneurs today not only contribute towards the growth of economy, but also make a huge social impact. Many experienced people and leaders believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national and global scale.

The new Curriculum aims at providing some background information, case studies, activities, new templates and basic concepts of Entrepreneurship that help the students to attain a better understanding of higher-order concepts that enrich their future career. Teachers handling the course need to inform themselves regarding the effective use of course content, teaching methodology, management of group work and independent individual work, management of large classes, appropriate use of assessment tools, grading and record-keeping to benefit their students.

The fundamental objectives of Entrepreneurship Development Curriculum is intended to develop the spirit among the learner to "be your own boss", pursue your own ideas, earn more money, own your own time. In addition to the aforesaid factors an entrepreneur is one of the most important inputs in the economic development of a nation. Entrepreneurial competence makes all the difference in the rate of economic growth. In India, state and private entrepreneurship co-exist side by side. In the small scale industrial sector and business they are left completely to the unauthorized private entrepreneurs. It is therefore, in this context that an increasingly important role has been assigned to the identification and promotion of entrepreneurs.

The present society is increasingly demanding all kinds of entrepreneurial behaviours. The younger generation in the future, is more likely to find themselves working in an organization closer to the entrepreneurial mode. They have more opportunities to exercise creative freedoms, higher self esteem and an overall greater sense of control over their own lives. Many educational research reviews that fostering entrepreneurial culture will maximize individual and collective economic and social success and thereby will find sole solution for Indian unemployment and under employment.

Many research reviews pointed out that there are four types of livelihood earners in the world namely employee, self employee, businessmen and investors. Out of the four groups, only 95% of people use competing the field of employee quadrant where as there are 5% of total resources. At the same time only 5% of the people use competing in the field of business and investors which is a potential field which is holding 95% of total resources.



Hence they have pointed out the necessity of attracting more students to start their career with self employment with the ultimate result that they will become businessmen and investors in future. So the VHSE course with Entrepreneurship Development may be given prime importance so as to develop the capacities of our youngsters. In the above circumstances, the curricular goals are being framed to instigate the spirit of entrepreneurship development among the Vocational Higher Secondary Education students and also to take up innovative entrepreneurial project work. Moreover, a practical and theoretical approach for entrepreneurship development is essential for the VHSE curriculum.

LEARNING OUTCOMES

1. ENTREPRENEUR AND ENTREPRENEURSHIP

The learner will be able to

- 1.1 Identify the concept of Entrepreneurship
- 1.2 Explain the meaning, importance and functions of Entrepreneur.
- 1.3 Identify the features, myths and challenges of Entrepreneurship
- 1.4 Identify the social responsibility connected with business

2. ENTREPRENEURIAL COMPETENCIES

The learner will be able to:

- 2.1. Identify various competencies of entrepreneur
- 2.2 Explain the competencies of an entrepreneur
- 2.3 Evaluate the values and attitude of Entrepreneurship
- 2.4 Identify the inner potentials of oneself
- 2.5 Develop positive thinking and attitude
- 2.6 Identify various features of creative person
- 2.7 Identify the role of leader in a team
- 2.8 Classify human needs based on urgency of attainment
- 2.8 Develops motives to become an entrepreneur

3. ENTREPRENEURSHIP JOURNEY

Learner will be able to:

- 3.1 Realize the personality type based on entrepreneurial traits.
- 3.2 Generate various entrepreneurial ideas
- 3.3 Able to analysis the feasibility of ideas
- 3.4 Justify the need of society and family for developing entrepreneurship
- 3.5 Identify the problems of rural entrepreneurship
- 3.6 Suggest strategies how to develop rural entrepreneurship in rural areas
- 3.7 Explain the concept of women entrepreneurship, social entrepreneurship and agri-preneurship

4. Entrepreneur the innovator

Learner will be able to:

- 4.1 Identify the concept of innovations in the field entrepreneurship
- 4.2 Applies technology advancement for entrepreneurship

- 4.3 Describe the role played by technology in the creation of new forms of business
- 4.4 Identify the various support structure available for promoting entrepreneurship
- 4.5 Identify entrepreneurial risk and its type
- 4.6 Explain the term Business Incubation

5. ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Learner will be able to:

- 5.1 Aware about Entrepreneurship
- 5.2 Explain Entrepreneurship Development Programme.
- 5.3 Aware about statutory legislations involved in the process of entrepreneurship development
- 5.4 Identify the scope of E Licensing and E filing

SYLLABUS OF ENTREPRENEURSHIP DEVELOPMENT

Total Hours 80

1. ENTREPRENEUR AND ENTREPRENEURSHIP

Hours 15

Entrepreneur - Concept - definition-features - significance of Entrepreneurship - function-process-quality of Entrepreneur - mind set of employees v s entrepreneur- Entrepreneurship – Characteristics entrepreneur vs Entrepreneurship- Intrapreneur –Myths of Entrepreneurship- Role of entrepreneurship in Economic development, challenges of Entrepreneurship- Social responsibility of Entrepreneurship

2. ENTREPRENEURIAL COMPETENCIES

Hours 20

Introduction – competencies of entrepreneurs-(1) Decision Making (2) Problem Solving (3) Risk Taking (4) Leadership(5) Communication(5) Dealing with customers, Entrepreneurial Values and attitude-motivation- Need Hierarchy Theory of Motivation - David MC lland Need Theory of Motivation- Life Skills - Managing Self and Others, Positive Attitude Creativity, Team Building and motivation

PRACTICAL: 1. Demonstration and practice of five core life skills (a) Managing self and others (b) Positive Attitude , (c) Creativity (D)

Team building (E) Motivation

3. ENTREPRENEURSHIP JOURNEY

Hours 15

Self Assessment of Qualities, Skills, Resources and Dreams

Identify your personality type before starting a business venture – Trailblazers, Go-getters,

Managers, Motivators, Authoritarians, Collaborators, Diplomats - Business Ideas- Generating Ideas- Ways to Generate Ideas- Environment Scanning- Creativity and Creative Problem Solving - Brainstorming- Focus Groups- Feasibility Study- Types of feasibility study- Market Feasibility- Technical Feasibility- Financial Feasibility- Organisational Feasibility- Features of Feasibility Study- Role of society and family in the growth of an entrepreneur- Rural Entrepreneurship- Agri-preneurship – Social Entrepreneurship – Women Entrepreneurship- Student Entrepreneurship.

PRACTICALS: Test to assess the Entrepreneurial spirit of learner through questionnaire (Entrepreneurial Self Assessment Tool)

4. ENTREPRENEUR THE INNOVATOR

Hours 15

Innovations leading entrepreneurial ventures - the role of technology for Entrepreneurship development- social media in creating new forms of business organizations - networks and co-operative clusters - Concept of Risk Taking- Types of Risk Taking; Entrepreneurship Development Club - Entrepreneur Support Scheme(ESS). - Business incubation. x

PRACTICAL: A SWOT analysis of entrepreneurial opportunity in your locality with reference to the vocational course.

5. ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Hours 15

Meaning-Objectives-Phases of EDP- steps in EDP-Problems in conduct of EDP- Strategies for Entrepreneurship development. Institutions in aid of Entrepreneurship Development Programme - Management Development Institute(MDI)-The National Institute for Entrepreneurship and Small Business Development (NIESBUD)- Entrepreneurship Development Institute of India (EDII) Science and Technology Entrepreneurship Parks (STEPS) -Use of IT enabled services in entrepreneurship - E Licensing, E filing.

Module : Unit : (periods)

Unit :

Concepts/Ideas	Process/ Activity with Assessment	Learning out comes
<p>1. ENTREPRENEUR AND ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> ● Concept-definition <p>features-significance of Entrepreneurs-and function-process-quality of Entrepreneurs - mind set of employees v/s entrepreneur - Myths of entrepreneurship- Role of entrepreneurship in economic development, challenges of Entrepreneurship - Social responsibility of Entrepreneurship.</p>	<p>Strategy: 1. Case analysis</p> <ul style="list-style-type: none"> ● By citing an example of a successful entrepreneur in the locality ● List out the concept and features ● Differentiate entrepreneur and employee. <p>Strategy: 3 Brainstorming</p> <p>General Discussion</p> <ul style="list-style-type: none"> ● Based on a case with work sheet ● Differentiate entrepreneur, business man and employee. ● List out the myths and role of Entrepreneurs <p>Strategy: 2 General Discussion</p> <ul style="list-style-type: none"> ● Video clipping may be shown to give an insight on how Entrepreneurship maintain Social Responsibility ● Discussion based on the video-How can we promote social responsibility. <p>ASSESSMENT</p> <ul style="list-style-type: none"> ● Participation in discussion ● Review of the video ● Documentary ● Power point presentation ● Discussion report <p>SKILLS :</p> <ul style="list-style-type: none"> ● IT enabled skills ● Creative thinking ● Decision making ● Co-ordinating work. 	<p>Learner will be able to:</p> <ol style="list-style-type: none"> 1. Identify the concept of entrepreneurship 2. Explain the meaning, importance and functions of Entrepreneur. 3. Differentiate entrepreneur, business man and employee 4. Identify social responsibility connected with entrepreneurship

Concepts/Ideas	Process/ Activity with Assessment	Learning out comes
<p>VALUES</p> <ul style="list-style-type: none"> • Social Obligation to the society has to be emphasized • Spirit of enquiry • Self reliance • Self awareness • Self help • Respect for others • Innovative 	<p>VALUES</p> <ul style="list-style-type: none"> • Social Obligation to the society has to be emphasized • Spirit of enquiry • Self reliance • Self awareness • Self help • Respect for others • Innovative 	<p>Learner will be able to:</p> <ol style="list-style-type: none"> 1. Identify the concept of Entrepreneurship 2. Explain the meaning, importance and functions of entrepreneur. 3. Differentiate entrepreneur, business man and employee 4. Identify Social responsibility connected with Entrepreneurship
<p>2. ENTREPRENEURIAL COMPETENCIES</p> <ul style="list-style-type: none"> • Introduction - competencies of entrepreneurs (1) Decision making (2) Problem solving (3) Risk taking (4) Leadership (5) Communication (5) Dealing with customers • Entrepreneurial Values and Attitude - Motivation - Need Hierarchy Theory of Motivation - David MC Iland Need Theory of Motivation • Life Skills including Managing Self and Others - Positive Attitude - Creativity - Team Building 	<p>Strategy</p> <ul style="list-style-type: none"> • Group discussion • Case study • Role play • Eliciting the competencies of entrepreneurs through general discussion • Attitude related Story and reflective questions • Elicits attitudes and values. • PPT and reflective story are used to explain motivation theory. • PPT graphics are used to show the presentation of Life skills • List out various competencies for decision making, problem solving, risk taking, leadership, communication and dealing with customer • Perform a drama in a simulation model <p>ASSESSMENT</p> <ul style="list-style-type: none"> • Involvement in discussion • Performance assessment in the role play • Skills of observation, analysis 	<p>The learner will be able to :</p> <ol style="list-style-type: none"> 1. Identify various competencies of entrepreneur 2. Explain the competencies of an entrepreneur 3. Evaluate the values and attitude of Entrepreneurship 4. Identify the inner potentials of oneself 5. Develop positive thinking and attitude 6. Explain and internalize the motivation theories 7. To identify various features of creative person 8. To identify the role of leader in a team 9. To acquire and practice the skills of effective communication

Concepts/Ideas	Process/ Activity with Assessment	Learning out comes
	<p>SKILLS</p> <ul style="list-style-type: none"> ● Decision making ● Problem solving ● Risk taking ● Leadership ● Communication ● Dealing with customers ● Positive attitude ● Managing self and others ● Team building <p>VALUES</p> <ul style="list-style-type: none"> ● Committed ● Consistent ● Efficient ● Creative ● Positive ● Optimistic ● Nurturing 	
<p>3. ENTREPRENEURSHIP JOURNEY</p> <ul style="list-style-type: none"> ● Self Assessment of Qualities, Skills, Resources and Dreams ● Identify your personality type before starting a business venture - Trailblazers, Go-getters, 	<p>Strategy: Analysis of Self Assessment tool / General discussion</p> <ul style="list-style-type: none"> ● To list down the personality type of students based on entrepreneurial attitude and motive. <p>Strategy: Brainstorming</p> <ul style="list-style-type: none"> ● Eliciting business ideas based on previous knowledge and experience ● List out business ideas and its feasibility based on group discussion 	<p>Learner will be able to :</p> <ol style="list-style-type: none"> 1. Realize the Strength Weakness Opportunities and Threat of various Entrepreneurial opportunities. 2. Justify the need for developing rural entrepreneurship. 3. Identify the problems of rural entrepreneurship.

Module : Unit : (Periods)		
Concepts/Ideas	Process/ Activity with Assessment	Learning out comes
<ul style="list-style-type: none"> Managers, Motivators, Authoritarians, Collaborators, Diplomats -Business Ideas- Generating Ideas-Ways to Generate Ideas- Environment Scanning- Creativity and Creative Problem Solving- Brainstorming- Focus Groups- Feasibility Study- Types of feasibility study- Market Feasibility- Technical Feasibility- Financial Feasibility- Organisational Feasibility- Features of Feasibility Study- Role of society and family in the growth of an entrepreneur- Rural Entrepreneurship- Agri-preneurship - Social Entrepreneurship -Women Entrepreneurship- Student Entrepreneurship 	<ul style="list-style-type: none"> List out the role of society and family in the growth of an entrepreneur By citing the example of Rural Entrepreneurship Brain storming the features of women entrepreneurship, social entrepreneurship and agri-preneurship. and Student Entrepreneurship <p>Assessment</p> <ul style="list-style-type: none"> Participation in discussion Table prepared and analysis on Self Assessment tool Presentation of Business ideas Presentation of chart showing problems of women entrepreneurship. The notes prepared on social responsibility of Entrepreneurship and agri-preneurship. <p>SKILLS</p> <ul style="list-style-type: none"> Preparation of report Presentation of Report 	<ol style="list-style-type: none"> Suggest strategies how to develop rural entrepreneurship in rural areas Explain the concept of women entrepreneurship, social entrepreneurship and agri-preneurship
<p>4. Entrepreneur - the innovator</p> <ul style="list-style-type: none"> Innovations leading entrepreneurial ventures The role of technology -Social media in creating new forms of business organizations. Networks and cooperative clusters Concept of Risk Taking-Types of Risk Taking Entrepreneurship Development Club DIC (District Industry Centre) Entrepreneur Support Scheme(ESS) Business incubation 	<p>Strategy: Seminar / Debate</p> <ul style="list-style-type: none"> Students are asked to make a seminar paper on innovations in Entrepreneurship Conduct a debate on the role of social media in creating new forms of business organizations <p>Strategy: Case study</p> <ul style="list-style-type: none"> Discuss a story involving risk elements and list out risk and its types Students are asked to visit DIC with schedule questions focussed on support schemes for Entrepreneurs. 	<p>Learner is able to:</p> <ol style="list-style-type: none"> Identify the concept of innovations in the field entrepreneurship Applies technology advancement for entrepreneurship Describe the role played by technology in creation of new forms of business Explain risk and its type Identify the various support structure available for promoting entrepreneurship Explain the term Business Incubator.

Unit : (periods)	
Module :	Learning out comes
Concepts/Ideas	Process/ Activity with Assessment
<p>5. ENTREPRENEURSHIP DEVELOPMENT PROGRAMME</p> <ul style="list-style-type: none"> ● Meaning and Objectives of EDP ● Phases of EDP ● Steps in EDP ● Problems in the conduct of EDP ● Strategies for Entrepreneurship development. 	<p>Assessment</p> <ul style="list-style-type: none"> ● Student's involvement in seminar and debate ● Preparation and presentation of seminar report ● Involvement in case analysis ● Report of field visit <p>SKILLS</p> <ul style="list-style-type: none"> ● Data collection ● Communication and presentation ● Interaction and reporting ● Reflective thinking <p>VALUES</p> <ul style="list-style-type: none"> ● Innovation ● Loyal ● Dignity of the individual ● Appreciation ● Equity ● Humanism
<p>5. ENTREPRENEURSHIP DEVELOPMENT PROGRAMME</p> <ul style="list-style-type: none"> ● Meaning and Objectives of EDP ● Phases of EDP ● Steps in EDP ● Problems in the conduct of EDP ● Strategies for Entrepreneurship development. 	<p>Strategy:</p> <p>General Discussion/ Group Discussion</p> <ul style="list-style-type: none"> ● List the meaning, objective and phases of EDP ● Brain storming the students to develop Strategies for EDP ● List out institutional aids ● Discuss various agencies for EDP ● Prepare and practise for E Licensing, E filing
	<p>Learner will be able to:</p> <ol style="list-style-type: none"> 1. Aware about Entrepreneurship 2. Development Programme. 3. Aware about statutory legislations involved in the process Entrepreneurship development 4. Identify the scope of E Licensing and E filing

Module : Unit : (periods)	
Concepts/Ideas	Process/ Activity with Assessment Learning out comes
<ul style="list-style-type: none"> • Institutions in aid of Entrepreneurship Development Programme • Management Development Institute (MDI) • The National Institute for Entrepreneurship and Small Business Development(NIESUD) • Entrepreneurship Development Institute of India (EDII) • Science and Technology Entrepreneurship Parks (STEPS) • Use of IT enabled services in entrepreneurship • E Licensing, E filing 	<p>ASSESSMENT</p> <ul style="list-style-type: none"> • Participation in discussion • Understanding the concept • Preparation of notes • Generation of ideas • Skills- communication, inference, analysis, creative thinking, construct, ICT <p>SKILLS</p> <ul style="list-style-type: none"> • IT enabled skill for E Licensing, E filing • Presentation <p>VALUES</p> <ul style="list-style-type: none"> • Honesty and integrity. • Positive attitude towards internet and E business

PRACTICALS

1. Test to assess the Entrepreneurial spirit of learner through questionnaire (Entrepreneurial Self Assessment Tool)
2. Demonstrate and practice five core life skills (a) Managing self and others (b) Positive Attitude , (c) Creativity (D) Team building (E) Motivation
3. A SWOT analysis of entrepreneurial opportunity in your locality with reference to the vocational course.

SCHEME OF WORK

Term	Units	Periods	Unit Weight in score
Term 1	June, July ,August, September 1. Entrepreneur and Entrepreneurship 2. Entrepreneurial Competency	34	30
Term 2	October, November, December 3. Entrepreneurship Journey 4. Entrepreneur the innovator	26	30
Term 3	January, February 5. Entrepreneurship Development Programme	20	20
	Total	80	80

TEACHER PLANNER or Detailing of Syllabus

Name of the Unit	:	Entrepreneur and Entrepreneurship
Date	:	
Expected Time	:	1 hour
Learning out comes	:	Identify the concept of Entrepreneurship : Explain the meaning, importance and functions of Entrepreneur. : Identify social responsibilities of business
Concept/ Ideas	:	Concept-definition-features-significance and function of Entrepreneurship and process of Entrepreneurship
SKILLS	:	Comparison, Creative thinking, Decision making and Co-ordinating'
Values, Attitude	:	To actively contribute to social and economic development of the country through realizing the concept of Entrepreneurship.
Learning aids	:	Video slides, Handouts, Case details, PPT etc.
Expected Products	:	Concept formation of Entrepreneur and Entrepreneurship

PROCESS

1: Case analysis

A Success story of an Entrepreneur Mr. Mohan, went to Ernakulum to meet a film Director with a desire to produce a film. But he was not able to meet him on the same day and was forced to stay that night in a hotel. During that night he couldn't sleep due to mosquito bite. He used a mosquito repellent but it caused serious suffocation. This incident inspired him to think about the possibility of inventing a smell free electric mosquito mat. Now he is a Successful Entrepreneur. The Journey of Goodknight company mosquito mat begins.....

After discussing the case the teacher asks the following questions

- Do you think Mr. Mohan is an Entrepreneur?
- Why do we engage in these activities?
- Do you think Mohan contribute to society/Nation?
- What qualities of an entrepreneur have you observed in the above cases?

Based on their answers teacher describes an entrepreneur as:

ENTREPRENEUR is a person who:

- Develops and owns his own enterprise.
- Is a moderate risk taker and works under uncertainty for achieving the goal.
- Is innovative.
- Is a persuader of deviant pursuits.
- Reflects a strong urge to be independent.
- Persistently tries to do something better.
- Is dissatisfied with routine activities.
- Is prepared to withstand the hard life.
- Is determined, but patient.
- Exhibits a sense of leadership.
- Exhibits a sense of competitiveness.
- Takes personal responsibility.
- Is oriented towards the future.
- Tends to persist in the face of adversity

Activity - 2

An entrepreneur is someone who perceives opportunity, organizes resources needed for exploiting that opportunity and exploits it. Computers, mobile phones, washing machines, ATMs, credit cards, courier services, and ready-to-eat foods are all examples of entrepreneurial ideas that got converted into products or services.

After handout discussion, teacher asks the students to make a comprehensive definition of the Entrepreneur and consolidate them with text book points.

Activity - 2

Work Sheet for Comparison of Business man, Entrepreneur and employee

Basis	Entrepreneur	Business Man	Employee
Nature of work	Creative	?	?
Qualification	Minimum	?	?
Risk			
Innovation	?		
Motive			
Organization	?	?	No or little

While making presentations, necessary reinforcement and supplementation are to be done when situation demands.

Activity : 3**ENTREPRENEURIAL SELF ASSESSMENT TOOL**

No.1	Attributes	Above average	Average	BelowAverage
1	Motive			
2	Innovation			
3	Risk Taker			
3	Origination			

Teacher Consolidation

Form the above discussion and practical activities of Entrepreneurial Self Assessment tool, it is very clear that an Entrepreneur is different from other businessmen and employees. At the same time students should be helped out to identify the inner potentialities and attitude required for an Entrepreneur.

Activity 4 General Discussion / Brain storming

Arrange panel discussion for locally successful entrepreneurs and Failure entrepreneurs

Successful	Failure
➤ Excitement	# Lack of capital
➤ Originality	# lack of competence staff
➤ Independence	# Lack of income
➤ Rational Income	# Competition

Based on the above discussion teacher consolidates the challenges and myths of Entrepreneurship.

Activity 5 : General Discussion / Brain storming

After a video presentation regarding Social responsibility of Entrepreneurship, **WWW. URL address, the teacher**

Asks the questions

1. Suppose you are going to start an Entrepreneurship on your own locality

What will be your social responsibility ?

Points to be elicited:

Responsibility towards :

- General public
- Owners
- Employees
- Consumers
- Local community
- Environment

Reflective Activities

- Visit a nearby enterprise and prepare a presentation regarding their social responsibilities.
- Tree plantation
- Develop social attitude

MODEL QUESTIONS

1. Answer each of these questions in about fifteen words:

- (i) What is an enterprise?
- (ii) Who is an Entrepreneur?
- (iii) Who plays the role of an entrepreneur in a socialist country?

Q.2. Answer each of these questions in about fifty words:

- (i) Explain any two advantages of being an Entrepreneur?
- (ii) Explain any two disadvantages of being an Entrepreneur?
- (iii) Differentiate between entrepreneur and entrepreneurship.

Q.3. Answer each of these questions in about one hundred and fifty words:

- (i) Describe entrepreneurial functions of an entrepreneur?
- (ii) What is the need of entrepreneurship in an economy?
- (iii) Melwin wants to start a textile unit near Calicut. Discuss the commercial functions which she will require to plan and perform the same.
- (iv) Explain any four managerial functions of an entrepreneur?
- (v) Explain any four promotional functions of an entrepreneur?

Q.4. Answer each of these questions in about two hundred and fifty words:

- (i) Describe the process of entrepreneurship?
- (ii) What is the need of entrepreneurship in an economy? Give at least six benefits.

Q.5. HOTS: (Higher Order Thinking)

- (i) Differentiate between Entrepreneurial functions and Managerial functions of an Entrepreneur?
- (ii) “Innovation is the hallmark of Entrepreneurship”. Why is “innovation” referred as the basic function of an entrepreneur?
- (iii) “Entrepreneurs, in their drive and pursuit to create something new, at times, results in causing major loss to the Nation’s natural resources. Shouldn’t they be discouraged? Justify by giving reasons for your answers.
- (iv) Starting a venture is not an easy task. A series of activities need to be planned and undertaken to create an enterprise. Discuss them briefly.
- (v) Why are Entrepreneurs called “agents of progress for a nation”? What role do they play in the Nation’s development?

Q.6. Application based exercise:

- i) Shivi, a dropout from 10th std is forced by her mother to start working as a domestic help. Shivi agrees on the

condition to do only „ cooking in 2-3 houses. One family turns out to be a Punjabi, other Gujrati and the third one is Rajasthani. She cooked their kind of food for a year and to every one s surprise, she expressed her desire toopen up a small eating joint of her own. All alone, determined, she finally opens„ 'Apna Bhoj', a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered. Do you think Shivi is an entrepreneur? Give reasons for your answers.

- ii) Kiran, a rural boy, identifies the potential of Organic Farming in the village. He meets the zonal agricultural officer, who looking at the determination of this 20 year old, helps him arrange and procure multiple resources required for his farmland. Then Kiran takes a loan of Rs. 50,000/- from SBI as his seed money of Rs.10,000/- is not enough to cater to the requirement. Kiran ties up with a near by city vegetable shop owner to sell his yield. His hard work pays and the organic vegetables are a hit. This organic vegetable producer exhibits to be a good entrepreneur with good entrepreneurial skills. Do you agree? Justify giving reasons for your answers.

Activities:

(i) Innovation:

”Cherry shoe polish originally started with a wax tin, then they came up with an idea of liquid shoe polish, and then a shoe shiner with sponge and finally a shoe shiner with a brush. List 5 such similar examples which have marked their place for innovation.

(ii) Creativity:

”Multani Mitti, one of the most easily and reasonably available product is used by many cosmetic companies in the beautification products, just by modifying them into creative packaging and sold at high price . Survey and list the reasons for buying the packed multani mitti instead of loose multani mitti, which is much cheaper. Also list any 5 items which fall in the same category.

- (iii)** List 10 people from whom you buy any product or service, for example, newspaper vendor, milk vendor, a grocer etc. Who do you think is an entrepreneur, if not, why?

- (iv) Monopoly:** *Amul Butter, utterly butterly delicious....*”, is one of the leading brands of butter since years. Many companies made butters like Britannia, Mother Dairy, Parag in UP, Saras in Rajasthan, Aarey in Maharashtra, Vadilal etc. but they could not compete with Amul Butter, which is a leading brand. Survey and list the reasons for the success of Amul and failure of others.

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