



CLASS 12 ENTREPRENEURSHIP — LO's Aligned Monthly Split-up Syllabus (April 2026–March 2027) + Portion Boundaries + Exams + Weightage + Question Paper Design + Blueprint (For CM SoE & Non-CM SoE)

Developed by:- Jharkhand Council Of Educational Research & Training (Curriculum Division)

Month	Teaching Days (Available)	NCERT Chapter Titles	Sub-topics / Portion Boundary	LOs (*LO Mapping - IDs) (NCERT Secondary Stage LO-2017)	Practicals / Activities (Minimum)	Assessment / Exams
Apr 2026	23	ENT: Unit 1 Entrepreneurial Opportunity (Start/Continue)	Unit 1: Sensing Entrepreneurial Opportunities; Environment Scanning; Problem Identification; Idea fields (intro). Portion Boundary: Unit 1 up to 'Idea fields'.	LO1, LO2, LO3, LO4, LO5	Activity: Identify 2 local problems + map them as potential opportunities (need–solution). Environment scanning task (PESTEL) for a chosen sector/idea. Project Work (orientation): explain TWO projects (Business Plan + Market Survey) + choose tentative topic/title and product/service.	Project RAIL (April portion): 04-05-2026
May 2026	14	ENT: Unit 1 Entrepreneurial Opportunity (Finish); ENT: Unit 2 Entrepreneurial Planning (Start)	Unit 1: Idea fields (complete); Spotting Trends; Creativity and Innovation; Selecting the Right Opportunity; Opportunity and market assessment (complete Unit 1). Unit 2 (start): Forms of business organization—Sole Proprietorship, Partnership, Company; Public vs Private Company (intro).	LO6, LO7, LO8, LO9, LO10, LO11, LO12, LO13, LO14	Activity: Trend-spotting scrapbook (news/market/social media) + link to a business idea. Creativity tool practice (brainstorming/SCAMPER) to refine the idea. Project Work: finalize topic/title + identify product/service + stakeholders; begin Business Plan file (Introduction, objectives).	Project RAIL (May portion): 15-06-2026
Jun 2026	12	ENT: Unit 2 Entrepreneurial Planning (Finish); ENT: Unit 3 Enterprise Marketing (Start)	Unit 2: Business Plan—concept, format; components (Organisational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource plan) (complete Unit 2). Unit 3 (start): Marketing and Sales Strategy; Branding, Logo, Tagline (intro).	LO15, LO16, LO17, LO18, LO19, LO20	Activity: Draft a Business Plan (format + components) for the selected product/service (minimum: organisational, operational, marketing sections). Marketing activity: design brand name/logo/tagline + packaging/label draft. Project Work: prepare market survey tool (questionnaire) and plan data collection.	Project RAIL (June portion): 06-07-2026
Jul 2026	23	ENT: Unit 3 Enterprise Marketing (Continue/Finish); ENT: Unit 4 Enterprise Growth Strategies (Start)	Unit 3: Marketing Mix; Pricing methods; Channels of distribution (factors); Sales Strategy (types); Promotion tools; Advertising (objectives & modes); Personal selling, Sales promotion, Public relations; Sales promotion techniques (complete Unit 3). Unit 4 (start): Franchising—Concept and types; advantages & limitations (intro).	LO21, LO22, LO23, LO24, LO25, LO26, LO27, LO28, LO29	Activity: Prepare 4Ps for the chosen product/service (Product–Price–Place–Promotion). Role-play: personal selling + handling objections (board-type case). Project Work: conduct market survey (primary data) + organise collected data (tables/graphs).	Project RAIL (July portion): 03-08-2026
Aug 2026	22	ENT: Unit 4 Enterprise Growth Strategies (Finish);	Unit 4: Franchising—advantages/limitations (complete); Mergers and Acquisition—concept, reasons and types; reasons for mergers & acquisitions (complete Unit 4).	LO30, LO31, LO32, LO33, LO34	Case Study: Compare a franchising model vs merger/acquisition example (Indian/global) + reasons.	Half Yearly Examination: 07-09-2026 to 12-09-2026 (covers Apr–Aug taught portion: Unit 1–4 + Unit 5 basics)



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Sep 2026	14	ENT: Unit 5 Business Arithmetic (Start)	Unit 5 (start): Unit of Sale; Unit Cost & Unit Price; Break-even Analysis for multiple products/services (intro + practice).	LO30, LO31, LO32, LO33, LO34	Numericals: unit cost/unit price + break-even (multiple products) basic set. Project Work: begin analysing market survey findings; draft preliminary conclusions.	Project RAIL (September portion): 05-10-2026
Oct 2026	21	ENT: Unit 5 Business Arithmetic (Finish); ENT: Unit 6 Resource Mobilization (Start)	Unit 5: Computation of Working Capital; Inventory Control and EOQ; Return on Investment (ROI) and Return on Equity (ROE) (complete Unit 5). Unit 6 (start): Capital Market—concept; Primary market—concept, methods of issue; need of finance in business; sources of funds (intro).	LO35, LO36, LO37, LO38, LO39, LO40	Numericals: working capital computation + EOQ + ROI/ROE board-type practice. Project Work: organise material/data; analyse data for conclusion; draft project report sections + references/bibliography.	Project RAIL (October portion): 02-11-2026
Nov 2026	16	ENT: Unit 6 Resource Mobilization (Finish) + Project Work Finalisation	Unit 6: Primary market—methods of issue (complete); Angel Investor—features; Venture Capital—features, funding (complete Unit 6). Portion Boundary: Full theory syllabus complete.	LO38, LO39, LO40, LO41	Activity: Sources of finance chart (internal/external; short/long term) + suitability for a chosen business. Project Work: final project file (Business Plan + Market Survey) with checklist; presentation rehearsal; Viva-Voce practice; Numerical assessment practice (internal).	Syllabus completion target for Class 12: Nov 2026
Dec 2026	15	Full Syllabus Practice & Remedial (Pre-Board Block) + Project/Numerical/Viva Revision	Full syllabus mixed practice: board-pattern case studies + application questions + numericals (Unit 5) + short answers; targeted remediation based on gaps.		Minimum: 2 full mock papers + analysis; remedial worksheets: (a) Opportunity/Planning (b) Marketing/Growth (c) Arithmetic/Finance; final viva drill + project file check.	Pre-Board + Remedial + Practice: 07-12-2026 to 12-12-2026 (Full syllabus)
Jan 2027	17	Remedial classes + Practice until board exams (School level) Board Practical / Theory Exams: Feb–Mar 2027 (as per Board schedule)				
Feb 2027	18					
Mar 2027	20					
LOs (*LO Mapping - IDs) (NCERT Secondary Stage LO-2017)						
LO ID	NCERT Learning Outcome					
LO1	Comprehend the concept and elements of business opportunity					
LO2	Discuss the process of sensing opportunities					



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B. QUESTION PAPER DESIGN / BLUEPRINT

Competency / Domain	Marks	Weightage
Remembering and Understanding	20	28.5%
Applying	30	43%
Analysing, Evaluating and Creating	20	28.5%
TOTAL	70	100%

C. TYPOLOGY OF QUESTIONS

Item	Details
Paper Design	Competency-wise design as prescribed in the official syllabus.

D. PROJECT BLUEPRINT — 30 MARKS

S.No.	Component	Marks	Details
1	Project Work	30	