

For the Year 2026

# Entrepreneurship – 311 Syllabus for NCET

ENTREPRENEURSHIP

*Note:*

*There will be one Question Paper which will have 28 questions out of which 25 questions need to be attempted.*

## **Unit 1: Entrepreneurial Opportunity**

- Sensing Entrepreneurial Opportunities
- Environment Scanning
- Problem Identification
- Idea fields
- Spotting Trends
- Creativity and Innovation
- Selecting the Right Opportunity

## **Unit 2: Entrepreneurial Planning**

- Forms of business organization- Sole proprietorship, Partnership, Company
- Business Plan: concept, format.
- Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; **Human Resource plan**

## **Unit 3: Enterprise Marketing**

- Marketing and Sales Strategy
- Branding, Logo, Tagline
- Promotion Strategy

## **Unit 4: Enterprise Growth Strategies**

- Franchising: Concept and types,
- Franchising : Advantages and limitations to franchisor and franchisee.
- Mergers and Acquisition: Concept, reasons and types.
- Reasons for mergers and acquisitions

## **Unit 5: Business Arithmetic**

- Unit of Sale
- Unit Cost for multiple products or services
- Break even Analysis for multiple products or services

- Computation of Working Capital
- Inventory Control and EOQ
- Return on Investment (ROI) and Return on Equity (ROE)

## **Unit 6: Resource Mobilization**

- Capital Market- Primary
- Primary market: Concept, methods of issue
- Angel Investor: Features
- Venture Capital: Features, funding.

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