
GOPI BIRLA MEMORIAL SCHOOL 2025-2026

Grade: 12 Entrepreneurship

Ms. Rukhsana Rokadiya

ANNUAL PLAN

MONTH	MAIN CONTENT/CHAPTERS	ACTIVITIES
April	Entrepreneurial Opportunity	Choose any one brand of your choice and do the PESTEL analysis.
June	Enterprise planning	Presentation of SWOT analysis of products such as Adidas, Samsung, BMW, LG, Cadbury etc..
July	Enterprise Marketing	Create your own product with a brand name, logo and tagline.
August	Enterprise Growth Strategies	Make a list of major companies which have merged or have acquired some other company and state whether they are successful or unsuccessful, giving reasons.
September	Revision for Terminal exam Business Arithmetic	Calculate economic order quantity.
October	Business Arithmetic [contd]	Calculate return on investment and return on equity.
November	Resource Mobilization	Find out from an existing entrepreneur the problems faced by her/him while seeking finance. Recreation of Shark tank in the classroom.