

CUET Entrepreneurship Syllabus 2022



Unit	Topics
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; a Marketing plan; Human Resource planning
Unit 3: Enterprise Marketing	Marketing and Sales Strategy · Branding, Logo, Tagline Promotion Strategy
Unit 4: Enterprise Growth Strategies	· Franchising: Concept, types, advantages, limitations. · Mergers and Acquisition: Concept, reasons, types



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