

CLASS XII

<p><b>Unit 1</b></p> <p>Chapter 1- Entrepreneurial Opportunity</p> <p>Chapter 2 – Enterprise Planning</p>	<p>No change</p>
<p><b>Unit 2</b></p> <p>Chapter 3- Enterprise Marketing</p> <p>Chapter 4- Enterprise growth strategies</p>	<p>Chapter 3 - Negotiation = 2 marks</p> <p>Chapter 3 - Customer Relationship Management = 2 marks</p> <p>Chapter 3 – Vendor Management = 3 marks</p> <p>Chapter 4 – Reasons for failure of mergers and acquisitions = 6 marks</p>
<p><b>Unit 3</b></p> <p>Chapter 5- Business Arithmetic</p> <p>Chapter 6 – Resource mobilization</p>	<p>Chapter 5 – No change</p> <p>Chapter 6 – Securities Exchange Board of India (SEBI) = 4 marks</p> <p>Chapter 6 – Secondary market, features and Importance = 4 marks</p>