

National Curriculum of Pakistan
2022-23

TECHNICAL EDUCATION

ENTREPRENEURSHIP

Grades 11-12



NATIONAL CURRICULUM COUNCIL SECRETARIAT
MINISTRY OF FEDERAL EDUCATION AND
PROFESSIONAL TRAINING, ISLAMABAD
GOVERNMENT OF PAKISTAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

Dr. Mariam Chughtai

Director

National Curriculum Council Secretariat

Ministry of Federal Education and Professional Training

Entrepreneurship
Grades 11-12
Progression Grid (PG)

Domain A: Introduction to Entrepreneurship

Standard: Explain the foundations of entrepreneurship, examining its evolution, global significance, and impact on communities.

Grade 11		Grade 12	
<p>Benchmark I: Students will be able to analyze successful entrepreneurs' traits, comparing business models, and proposing innovative approaches to foster entrepreneurship across diverse industries.</p>			
Student Learning Outcomes			
[SLO :E-9-A-01]:	[SLO :E-10-A-01]:	[SLO :E-11-A-01]:	[SLO :E-12-A-01]:
Define entrepreneurship and its role in the economy.	Explain how entrepreneurship has evolved over time.	Evaluate the importance of entrepreneurship in a global context.	Synthesize knowledge from case studies to understand entrepreneurial challenges.
[SLO :E-9-A-02]:	[SLO :E-10-A-02]:	[SLO :E-11-A-02]:	[SLO :E-12-A-02]:
Identify at least three characteristics of successful entrepreneurs.	Analyze the impact of entrepreneurship on local communities.	Compare and contrast different entrepreneurial business models.	Propose innovative approaches to foster entrepreneurship in diverse industries.

Domain B: Idea Generation and Opportunity Recognition

Standard: Apply design thinking principles, distinguishing between ideas and opportunities, while demonstrating innovation recognition in various contexts.

Grade 11		Grade 12	
<p>Benchmark I: Students will be able to apply design thinking in generating and pitching refined business ideas. The pitches will be backed by thorough market analysis and validated through preliminary research, showcasing a holistic understanding of the entrepreneurial ideation process.</p>			
Student Learning Outcomes			
[SLO :E-9-B-01]:	[SLO :E-10-B -01]:	[SLO :E-11-B-01]:	[SLO :E-12-B-01]:
Apply basic design thinking principles to generate ideas.	Describe the difference between an idea and an opportunity.	Utilize brainstorming sessions to generate innovative solutions.	Assess the feasibility of a business idea using market analysis.
[SLO :E-9-B-02]:	[SLO :E-10-B-02]:	[SLO :E-11-B-02]:	[SLO :E-12-B-02]:
Recognize opportunities for innovation in familiar contexts.	Develop a simple pitch for a business idea.	Conduct preliminary market research to validate a business idea.	Refine business ideas and present them to peers or mentors.

Domain C: Market Research and Validation

Standard: Explain the significance of market research and its practical applications in business decision-making.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate skills to design a comprehensive market research plan, utilizing primary and secondary research methods. They will validate business ideas through surveys, interpret findings, and develop adaptive business strategies based on market feedback, showcasing a nuanced understanding of market dynamics.			
Student Learning Outcomes			
[SLO :E-9-C-01]:	[SLO :E-10-C-01]:	[SLO :E-11-C-01]:	[SLO:E-12-C-01]:
Explain the importance of market research.	Explain primary and secondary research methods.	Design a market research plan for a specific product or service.	Evaluate the reliability and validity of market research data.
[SLO :E-9-C-02]:	[SLO :E-10-C-02]:	[SLO :E-11-C-02]:	[SLO :E-12-C-02]:
Conduct basic surveys or interviews to validate a business idea.	Analyze basic market trends and customer preferences.	Interpret and present basic market research findings.	Develop strategies to adjust business plans based on market feedback.

Domain D: Business Model Development and planning

Standard: Explain the fundamental concepts of business models and plans, demonstrating the ability to analyze, construct, and refine them with real-world market justifications.

Grade 11		Grade 12	
<p>Benchmark I: Students will be able to demonstrate skills to construct a detailed startup business model and present a comprehensive business plan, complete with financial projections and a budget. They will defend their choices through justifiable market data, demonstrating a profound understanding of essential business elements and their strategic implications.</p>			
Student Learning Outcomes			
[SLO:E-9-D-01]:	[SLO :E-10-D-01]:	[SLO :E-11-D-01]:	[SLO :E-12-D-01]:
Explain the concept of a business model	Describe different business model archetypes.	Analyze successful business models in various industries.	Construct a comprehensive business model for a startup.
[SLO :E-9-D-02]:	[SLO :E-10-D-02]:	[SLO :E-11-D-02]:	[SLO :E-12-D-02]:
Identify the components of a basic lean startup business model.	Develop a lean canvas for a hypothetical business.	Adapt and refine a business model based on feedback.	Justify the chosen business model with relevant market data.
[SLO :E-9-D-03]:	[SLO :E-10-D-03]:	[SLO :E-11-D-03]:	[SLO :E-12-D-03]:
Develop a basic understanding of a business plan.	Create a basic business plan for a hypothetical venture.	Analyze the importance of a business plan in securing funding.	Present a comprehensive business plan to a panel or class.

[SLO :E-9-D-04]:	[SLO :E-10-D-04]:	[SLO :E-11-D-04]:	[SLO :E-12-D-04]:
Identify key components of a simple business plan.	Develop financial projections and a budget for a small business.	Revise and improve a business plan based on feedback.	Justify financial projections and budgetary decisions in the business plan.

Domain E: Legal and Ethical Considerations

Standard: Acquire foundational knowledge of legal and ethical considerations in entrepreneurship.

Grade 11		Grade 12	
<p>Benchmark I: Students will demonstrate expertise by evaluating legal structures, fulfilling registration requirements, exploring intellectual property protection, and developing ethical decision-making strategies, including formulating an ethical code of conduct for a hypothetical business.</p>			
Student Learning Outcomes			
[SLO :E-9-E-01]:	[SLO :E-10-E-01]:	[SLO :E-11-E-01]:	[SLO :E-12-E-01]:
Explain basic legal structures for businesses.	Identify legal requirements for business registration.	Explore intellectual property protection methods.	Evaluate the legal implications of different business structures.
[SLO :E-9-E-02]:	[SLO :E-10-E-02]:	[SLO :E-11-E-02]:	[SLO :E-12-E-02]:
Recognize the importance of ethical decision-making in entrepreneurship	Discuss ethical dilemmas in business through case studies.	Develop strategies for ethical decision-making in business scenarios.	Formulate an ethical code of conduct for a hypothetical business.

Domain F: Funding and Finance

Standard : Students will gain a comprehensive understanding of financial management and funding strategies for businesses.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate proficiency by analyzing funding options, justifying choices, and applying financial management concepts to create plans. They will evaluate financial health using ratios, develop budgetary strategies, and refine financial plans based on market conditions, showcasing a strategic approach to financial decision-making.			
Student Learning Outcomes			
[SLO:E-9-F-01]: Explore different sources of funding for businesses.	[SLO :E-10-F-01]: Analyze the pros and cons of different funding options.	[SLO :E-11-F-01]: Evaluate the financial health of a business using basic financial ratios.	[SLO :E-12-F-01]: Justify the choice of a funding source for a business.
[SLO :E-9-F-02]: Explain basic financial management concepts.	[SLO :E-10-F-02]: Create a simple financial plan for a startup.	[SLO :E-11-f-02]: Develop strategies for budgetary control and cost management.	[SLO :E-12-F-02]: Assess and refine financial plans based on market conditions.

Domain G: Marketing and Sales

Standard: Explain the significance of marketing and develop strategic approaches to branding, positioning, and sales.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate proficiency by creating digital marketing and sales plans, analyzing consumer behavior, and evaluating sales techniques. They will present and defend integrated marketing strategies, showcasing a holistic understanding of marketing concepts and their practical application in business scenarios.			
Student Learning Outcomes			
[SLO :E-9-G-01]: Explain the importance of branding and positioning.	[SLO :E-10-G-01]: Develop a basic digital marketing strategy.	[SLO :E-11-G-01]: Analyze consumer behavior and its impact on marketing.	[SLO :E-12-G-01]: Develop an integrated marketing and sales strategy.
[SLO :E-9-G-02]: Explain basic marketing concepts.	[SLO :E-10-G-02]: Create a simple sales plan for a product or service.	[SLO :E-11-G-02]: Evaluate the effectiveness of different sales techniques.	[SLO :E-12-G-02]: Present and defend marketing and sales strategies to peers or mentors.

Domain H: Product Development and Innovation

Standard: Explain the product life cycle and innovation's crucial role in gaining a competitive advantage.

Grade 11		Grade 12	
<p>Benchmark I: Students will demonstrate expertise by applying user feedback to refine prototypes, developing comprehensive product plans, and justifying innovation strategies. They will showcase a nuanced understanding of prototyping, innovation's competitive significance, and its strategic application in diverse contexts.</p>			
Student Learning Outcomes			
[SLO:E-9-H-01]:	[SLO :E-10-H-01]:	[SLO:E-11-H-01]:	[SLO:E-12-H-01]:
Describe the basic stages of the product life cycle.	Identify the importance of continuous innovation.	Apply user feedback to refine and improve a product prototype.	Develop a comprehensive product development plan.
[SLO :E-9-H-02]:	[SLO:E-10-H-02]:	[SLO :E-11-H-02]:	[SLO :E-12-H-02]:
Explain the concept of prototyping in product development.	Develop a basic prototype for a product or service.	Explain the role of innovation in gaining a competitive advantage.	Assess and justify the choice of innovation strategies for a given context.

Domain I: Leadership and Team Building

Standard: Apply the principles of effective leadership, communication, and team dynamics.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate proficiency by leading a team project, applying communication and conflict resolution strategies, and evaluating personal leadership styles. They will showcase an understanding of effective team characteristics, leadership impact on dynamics, and continuous improvement in leadership skills.			
Student Learning Outcomes			
[SLO :E-9-I-01]: Identify characteristics of effective teams.	[SLO :E-10-I-01]: Explain the importance of communication in effective leadership.	[SLO :E-11-I-01]: Analyze the impact of leadership on team dynamics.	[SLO :E-912-I-01]: Lead and manage a team project, demonstrating effective leadership.
[SLO :E-9-I-02]: Recognize basic leadership styles and their impact.	[SLO :E-10-I-02]: Demonstrate basic leadership and communication skills in a team project.	[SLO :E-11-I-02]: Develop strategies for conflict resolution within a team.	[SLO :E-12-I-02]: Evaluate personal leadership styles and areas for improvement.

Domain J: Networking and Relationship Building

Standard: Explain the significance of networking, partnerships, and their impact on entrepreneurship and career opportunities.

Grade 11		Grade 12	
<p>Benchmark I: Students will exhibit proficiency by actively participating in networking events, developing effective relationship-building strategies, and establishing professional connections. They will showcase collaboration skills by engaging with external partners to achieve business goals, demonstrating a comprehensive understanding of networking's benefits in entrepreneurial contexts.</p>			
Student Learning Outcomes			
[SLO :E-9-J-01]:	[SLO :E-10-J-01]:	[SLO :E-11-J-01]:	
Identify the benefits of networking in entrepreneurship.	Explore the concept of partnerships in business.	Analyze the impact of networking on career opportunities.	
[SLO :E-9-J-02]:	[SLO :E-10-J-02]:	[SLO :E-11-J-02]:	[SLO :E-12-J-01]:
Participate in networking events and engage with professionals.	Develop strategies for effective relationship building.	Establish and maintain professional relationships within the business community.	Collaborate with external partners to achieve business goals.

Domain K: Scaling and Growth Strategies

Standard: Apply the principles of business scaling and growth strategies.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate proficiency by proposing a detailed plan for sustainable scaling, developing strategic growth plans, and evaluating challenges and risks. They will demonstrate their understanding by identifying factors influencing successful scaling, analyzing case studies, and assessing the potential impact of international expansion on businesses.			
Student Learning Outcomes			
[SLO :E-9-K-01]:	[SLO :E-10-K-01]:	[SLO :E-11-K-01]:	[SLO:E-12-K-01]:
Explain the concept of scaling a business.	Explore factors influencing successful business scaling	Analyze case studies of successful business scaling	Propose a detailed plan for sustainable business scaling
[SLO :E-9-K-02]:	[SLO :E-10-K-02]:	[SLO :E-11-K-02]:	[SLO :E-12-K-02]:
Identify basic strategies for business growth.	Develop a basic strategic growth plan for a business	Discuss challenges and risks associated with business growth	Evaluate the potential impact of international expansion on a business

Domain L: Entrepreneurial Mindset and Resilience

Standard: Cultivate an entrepreneurial mindset, emphasizing openness to new ideas, adaptability, and resilience.

Grade 11		Grade 12	
<p>Benchmark I: Students will demonstrate their entrepreneurial mindset by showcasing adaptability, problem-solving skills, and resilience in overcoming challenges. They will analyze case studies, compare successes and failures across industries, and share personal experiences, highlighting the application of an entrepreneurial mindset in various contexts.</p>			
Student Learning Outcomes			
[SLO :E-9-L-01]:	[SLO :E-10-L-01]:	[SLO :E-11-L-01]:	[SLO :E-12-L-01]:
Demonstrate openness to new ideas and solutions.	Discuss the importance of adaptability in entrepreneurship.	Evaluate the impact of a growth mindset on entrepreneurial success	Demonstrate an entrepreneurial mindset in complex problem-solving.
[SLO :E-9-L-02]:	SLO :E-10-L-02]:	[SLO :E-11-L-02]:	
Identify examples of resilience in everyday life.	Identify challenges in business and Apply problem-solving skills to overcome challenges.	Share personal experiences of overcoming obstacles	
[SLO :E-9-L-03]:	[SLO :E-10-L-03]:		
Analyze basic case studies of entrepreneurial successes and failures.	Compare and contrast case studies from different industries.		
	[SLO :E-10-L-04]:		
	Present a case study analysis to the class		

Domain M: Social and Environmental Responsibility

Standard: Explain the fundamentals of social and environmental responsibility in business.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate proficiency by developing a comprehensive sustainability plan, analyzing case studies of sustainable practices, and proposing strategies to integrate CSR into business operations.			
Student Learning Outcomes			
[SLO :E-9-M-01]:	SLO :E-10-M-01]:	[SLO:E-11-M-01]:	[SLO :E-12-M-01]:
Explain the basic concept of social and environmental responsibility	Explore the impact of business activities on local communities.	Analyze case studies of businesses implementing sustainable practices.	Develop a comprehensive sustainability plan for a hypothetical business.
[SLO :E-9-M-02]:	[SLO :E-10-M-02]:	[SLO :E-11-M-02]:	[SLO :E-12-M-02]:
Identify examples of sustainable business practices	Discuss the importance of corporate social responsibility (CSR)	Propose strategies for integrating CSR into business operations.	Evaluate the effectiveness of social and environmental responsibility initiatives.

Domain N: Technology and Digital Transformation

Standard: Explain the role of technology in modern business and its implications for entrepreneurship.

Grade 11		Grade 12	
<p>Benchmark I: Students will demonstrate skills by developing an online presence, implementing a digital transformation strategy, and evaluating the efficiency of digital tools in business operations. They will discuss the impact of e-commerce, analyze digital marketing's role, and explore emerging technologies.</p>			
Student Learning Outcomes			
[SLO:E-9-N-01]:	[SLO :E-10-N-01]:	[SLO :E-11-N-01]:	[SLO:E-12-N-01]:
Recognize the role of technology in modern business.	Discuss the impact of e-commerce on business operations.	Analyze the role of digital marketing in reaching a wider audience.	Develop a basic online presence for a small business.
[SLO :E-9-N-02]:	[SLO :E-10-N-02]:	[SLO :E-11-N-02]:	[SLO :E-12-N-02]:
Identify basic digital tools used in entrepreneurship.	Explore emerging technologies relevant to entrepreneurship.	Develop and implement a digital transformation strategy for a business.	Evaluate the efficiency and effectiveness of digital tools in business operations.
			[SLO :E-12-N-03]:
			Develop and execute a comprehensive entrepreneurial project.

Domain O: Exit Strategies

Standard: Explain the concept of exit strategies and their significance in entrepreneurship.

Grade 11		Grade 12	
Benchmark I: Students will demonstrate skills by analyzing factors influencing exit strategy choices, evaluating financial implications, and identifying basic exit options. They will discuss benefits and risks, analyze case studies of successful exits, and develop a basic succession plan.			
Student Learning Outcomes			
[SLO :E-9-O-01]: Explain the concept of exit strategies in entrepreneurship.	[SLO :E-10-O-01]: Explore the factors influencing the choice of exit strategy	[SLO :E-11-O-01]: Analyze case studies of successful exits in various industries.	[SLO :E-12-O-01]: Evaluate the financial implications of different exit strategies.
[SLO :E-9-O-02]: Identify basic exit options such as mergers and acquisitions	[SLO :E-10-O-02]: Discuss the potential benefits and risks of different exit options.	[SLO :E-11-O-02]: Develop a basic succession plan for a small business	[SLO :E-12-O-02]: Develop a comprehensive exit strategy for a hypothetical business.



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