

**K to 12 BASIC EDUCATION CURRICULUM
SENIOR HIGH SCHOOL – APPLIED TRACK SUBJECT**

Grade: 11/12

Subject Title: Entrepreneurship

No. of Hours/Semester: 80 hours/semester

Prerequisite (if needed):

Course Description: This course deals with the concepts, underlying principles, processes and implementation of a business plan. The preliminaries of this course include the following: 1) discussion on the relevance of the course; 2) explanation of key concepts of common competencies; 3) explanation of core competencies relative to the course; and 4) exploration of career opportunities.

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
Introduction 1. Relevance of the course 2. Key concepts and common competencies 3. Core competency in Entrepreneurship 4. Career opportunities	The learner demonstrates understanding of key concepts, underlying principles, and core competencies in Entrepreneurship.	The learner independently creates/provides a quality and marketable product and/or service in Entrepreneurship as prescribed in the TESDA Training Regulation.	<i>The learners...</i> 1. Discuss the relevance of the course; 2. Explain the key concepts of common competencies; 3. Explain the core competencies in Entrepreneurship; and 4. Explore job opportunities for Entrepreneurship as a career.	
LESSON 1: DEVELOPING A BUSINESS PLAN (DP)				
Development of Business Plan	The learner demonstrates understanding of concepts, underlying principles, and processes of developing a business plan.	The learner independently or with his/her classmates presents an acceptable detailed business plan.	1. Recognize a potential market <i>The learners...</i> 1.1 Identify the market problem to be solved or the market need to be met; and 1.2 Propose solution/s in terms of product/s and service/s that will meet the need using techniques on seeking, screening, and seizing opportunities:	TLE_ICTAN11/12PC-Ia-1

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			1.2.1 Analyze the market need; 1.2.2 Determine the possible product/s or service/s that will meet the need; 1.2.3 Screen the proposed solution/s based on viability, profitability, and customer requirements; and 1.2.4 Select the best product or service that will meet the market need.	
1. Market (locality/town) 2. Key concepts of market 3. Players in the market (competitors) 4. Products and services available in the market	The learner demonstrates understanding of environment and market in one's locality/town.	The learner independently creates a business vicinity map reflective of potential market in one's locality/town.	2. Recognize and understand the market <i>The learners...</i> 2.1 Describe the unique selling proposition and value proposition that differentiates one's product/service from existing products/services; 2.2 Determine who the customers are in terms of: 2.2.1 Target market; 2.2.2 Customer requirements; and 2.2.3 Market size 2.3 Validate customer-related concerns through: 2.3.1 Interview;	TLE_ICTAN11/12EM-Ia-1

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			<p>2.3.2 Focused Group Discussion (FGD); and 2.3.3 Survey</p> <p>3. Recognize the importance of marketing mix in the development of marketing strategy</p> <p><i>The learners...</i></p> <p>3.1 Describe the Marketing Mix (7Ps) in relation to the business opportunity vis-à-vis: 3.1.1 Product; 3.1.2 Place; 3.1.3 Price; 3.1.4 Promotion; 3.1.5 People; 3.1.6 Packaging; and 3.1.7 Positioning</p> <p>3.2 Develop a brand name</p>	
			<p>4. Demonstrate understanding of the 4Ms of operations</p> <p><i>The learners...</i></p> <p>4.1 Describe the 4Ms (Manpower, Method, Machine, Materials) of operations in relation to the business opportunity:</p>	TLE_ICTAN11/12EM-Ia-2

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			<p>4.1.1 Develop a product description;</p> <p>4.1.2 Create a prototype of the product;</p> <p>4.1.3 Test the product prototype;</p> <p>4.1.4 Validate the service description of the product with potential customers to determine its market acceptability;</p> <p>4.1.5 Select/pinpoint potential suppliers of raw materials and other inputs necessary for the production of the product or service;</p> <p>4.1.6 Discuss the value/supply chain in relation to the business enterprise; and</p> <p>4.1.7 Recruit qualified people for one's business enterprise.</p> <p>4.2 Develop the business model;</p> <p>4.3 Forecast the revenues of the business;</p> <p>4.4 Forecast the costs to be incurred;</p> <p>4.5 Compute for profits; and</p> <p>4.6 Create the company's five (5) year projected financial statements.</p>	

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LESSON 2: IMPLEMENTING A SIMPLE BUSINESS (IB)				
Business Implementation	The learner demonstrates understanding of concepts, underlying principles, and processes of starting and operating a simple business.	The learner independently or with his/her classmates starts and operates a business according to the business plan and presents a terminal report of its operation.	<p>1. Manifest understanding of starting and operating a simple business</p> <p><i>The learners...</i></p> <p>1.1 Implement the business plan; 1.2 Operate the business; 1.3 Sell the product/service to potential customers; 1.4 Identify the reasons for keeping business records; 1.5 Perform key bookkeeping tasks; 1.6 Interpret financial statements (balance sheet, income statement, cash flow projections, and summary of sales and cash receipts); 1.7 Prepare an income statement and a balance sheet; 1.8 Identify where there is a profit or loss for a business; and 1.9 Generate an overall report on the activity.</p>	<p>CS_EP11/12B-ENTREP-IVa-i-1 CS_EP11/12B-ENTREP-IVa-i-2 CS_EP11/12B-ENTREP-IVa-i-3</p> <p>CS_EP11/12B-ENTREP-IV-j-4</p>

NOTE:

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The following are the recommended topics for the prerequisite specialty track management courses (Arts/Sports/Techvoc/Academic):

- Idea Generation/Opportunity Seeking, Screening, and Seizing
- The Market - Who are the Customers/Competitors? Are they big enough?
- Marketing Mix - 7Ps
- Operations - 4Ms
- Intellectual Property Rights
- HR - Building your team/Finding the right people
- Finance - Building/Understanding Financial Statements and Creating Projections

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Code Book Legend

Sample: CS_EP11/12B-ENTREP-IVa-i-1

LEGEND		SAMPLE	
First Entry	Learning Area and Strand/ Subject or Specialization	Applied Track Subject_Entrepreneurship	CS_EP11/12B
	Grade Level	Grade 11/12	
Uppercase Letter/s	Domain/Content/ Component/ Topic**	Entrepreneurship	ENTREP
			-
Roman Numeral <i>*Zero if no specific quarter</i>	Quarter	Fourth Quarter	IV
Lowercase Letter/s <i>*Put a hyphen (-) in between letters to indicate more than a specific week</i>	Week	Weeks one to nine	a-i
			-
Arabic Number	Competency	Implement the business plan	1

**Several domains are based on ICT.