

**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:

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
<p>Introduction</p> <ol style="list-style-type: none"> 1. Relevance of the course 2. Key concepts and common competencies 3. Core competency in Entrepreneurship 4. Career opportunities 	<p>The learner demonstrates understanding of key concepts, underlying principles, and core competencies in Entrepreneurship.</p>	<p>The learner independently creates/provides a quality and marketable product and/or service in Entrepreneurship.</p>	<p><i>The learners...</i></p> <ol style="list-style-type: none"> 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)				
<p>Development of Business Plan</p>	<p>The learner demonstrates understanding of concepts, underlying principles, and processes of developing a business plan.</p>	<p>The learner independently or with his/her classmates presents an acceptable detailed business plan.</p>	<ol style="list-style-type: none"> 1. Recognize a potential market <p><i>The learners...</i></p> <ol style="list-style-type: none"> 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: 	<p>CS_EP11/12ENTREP-0a-1</p> <p>CS_EP11/12ENTREP-0a-2</p>

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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.	CS_EP11/12ENTREP-0a-3 CS_EP11/12ENTREP-0a-4 CS_EP11/12ENTREP-0b-c-5 CS_EP11/12ENTREP-0d-6
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;	CS_EP11/12ENTREP-0d-7 CS_EP11/12ENTREP-0d-8 CS_EP11/12ENTREP-0d-g-9

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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>CS_EP11/12ENTREP-0h-j-10</p> <p>CS_EP11/12ENTREP-0h-j-11</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>	<p>CS_EP11/12ENTREP-0h-j-12</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;</p> <p>1.2 Operate the business;</p> <p>1.3 Sell the product/service to potential customers;</p> <p>1.4 Identify the reasons for keeping business records;</p> <p>1.5 Perform key bookkeeping tasks;</p> <p>1.6 Interpret financial statements (balance sheet, income statement, cash flow projections, and summary of sales and cash receipts);</p> <p>1.7 Prepare an income statement and a balance sheet;</p> <p>1.8 Identify where there is a profit or loss for a business; and</p> <p>1.9 Generate an overall report on the activity.</p>	<p>CS_EP11/12ENTREP-0a-i-18</p> <p>CS_EP11/12ENTREP-0a-i-19</p> <p>CS_EP11/12ENTREP-0a-i-20</p> <p>CS_EP11/12ENTREP-0a-i-20</p> <p>CS_EP11/12ENTREP-0a-i-20</p> <p>CS_EP11/12ENTREP-0a-i-20</p> <p>CS_EP11/12ENTREP-0a-i-20</p> <p>CS_EP11/12ENTREP-0a-i-21</p> <p>CS_EP11/12ENTREP-0a-i-22</p> <p>CS_EP11/12ENTREP-0-j-23</p>

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NOTE:

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_EP11/12ENTREP-0a-i-18

LEGEND		SAMPLE	
First Entry	Learning Area and Strand/ Subject or Specialization	Applied Track Subject_Entrepreneurship	CS_EP11/12
	Grade Level	Grade 11/12	
Uppercase Letter/s	Domain/Content/ Component/ Topic**	Entrepreneurship	ENTREP
			-
Roman Numeral <i>*Zero if no specific quarter</i>	Quarter	Any Quarter	0
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	18

**Several domains are based on ICT.