



Republic of the Philippines

# Department of Education

DepEd Complex, Meralco Avenue, Pasig City

**STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM**

## **ENTREPRENEURSHIP**

**Grade 12**

**Course Description:**

This course introduces learners to the fundamental concepts and skills development in entrepreneurship. It focuses on identifying business opportunities, developing innovative solutions, and creating feasible business ideas. By the end of the course, learners will simulate and evaluate a business enterprise model that addresses community needs.

**Elective:** Academic

**Prerequisite:** Basic Accounting and Introduction to Organization and Management

**Time Allotment:** 80 hours per semester, 4 hours per week

**Schedule:** First or Second Semester

### Quarter 1: Nature of Entrepreneurship and Business Planning

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| <b>Content Standard:</b>  | The learners demonstrate understanding of the key concepts, principles, and core competencies in entrepreneurship including the planning and resourcing of business enterprises. |  |
| <b>Performance Standard:</b>  | Learners develop a proposal for a product or service to present to potential investors.  |  |
| <b>Learning Competencies</b>  |  | <b>Content</b>   |
| 1. Explain the nature and concept of entrepreneurship   |  | The Nature and Concept of Entrepreneurship <ul style="list-style-type: none"> <li>● Definition and types of entrepreneurships</li> <li>● Principles of ethical entrepreneurship</li> </ul> |
| 2. Discuss the components of an organization's guiding principles in developing the business idea |  | Developing the Business Idea <ul style="list-style-type: none"> <li>● Vision</li> <li>● Mission</li> <li>● Objectives</li> <li>● Core values</li> </ul>                                    |
| 3. Analyze the needs in a chosen community  |  | Needs Assessment Tools<br>Examples but not limited to: <ul style="list-style-type: none"> <li>● Fishbone Analysis</li> <li>● Tree Analysis</li> </ul>                                      |
| 4. Develop a product concept  |  | Product Concept <ul style="list-style-type: none"> <li>● Product Ideas</li> <li>● Product Description</li> <li>● Product Prototype</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>● Product Pitching</li> </ul>   |
| 5. Discuss the major parts of a business plan | <p>Major Parts of a Business Plan</p> <ul style="list-style-type: none"> <li>● Executive Summary</li> <li>● Business Description</li> <li>● Organizational Plan</li> <li>● Production Plan</li> <li>● Marketing Plan</li> <li>● Financial Plan</li> <li>● Regulatory and Other Legal Compliances</li> <li>● Social Responsibility and Ethical Standards</li> <li>● Conclusion</li> </ul> |
| 6. Analyze the business operation             | <p>Business Operations</p> <ul style="list-style-type: none"> <li>● Production</li> <li>● 4Ms (Manpower, Method, Machine, Material)</li> <li>● Marketing Mix</li> </ul> <p>7Ps (product, price, place, promotion, people, process, and physical evidence)</p>  |

### Quarter 2: Business Simulation and Evaluation

| <b>Content Standard:</b>     | The learners demonstrate understanding of the processes of implementation, management, legalization, and performance assessment of a business enterprise.   |
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| <b>Performance Standard:</b> | Learners simulate a business plan in an identified market environment and assess the outcomes of the business performance.                                  |
| <b>Learning Competencies</b> |   |
| <b>Content</b>               |   |
| 1. Discuss legal compliance  | <p>Compliance with Business Regulatory Requirements</p> <ul style="list-style-type: none"> <li>● Licensing and Permits</li> <li>● Tax Compliance</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>● Government Regulations</li> </ul>  |
| 2. Develop a complete business plan containing all essential parts, factors, and necessary compliance requirements | Development of Business Plan <ul style="list-style-type: none"> <li>● Presentation</li> <li>● Simulation</li> </ul>   |
| 3. Analyze customer feedback in the sustaining business  | Business Sustainability <ul style="list-style-type: none"> <li>● Issues and Challenges</li> <li>● Risk and Sustainability Assessment</li> <li>● Sustainable Solutions Local and Global</li> </ul>   |
| 4. Evaluate business performance using the four key areas  | Balance Scorecard <ol style="list-style-type: none"> <li>1. Financial             <ul style="list-style-type: none"> <li>● Increase in Financial Resources</li> <li>● Improvement in Financial Efficiency</li> <li>● Security in Capital Funds</li> </ul> </li> <li>2. Customer             <ul style="list-style-type: none"> <li>● Customer Satisfaction</li> <li>● Community Partnership and Collaboration</li> </ul> </li> <li>3. Internal Processes             <ul style="list-style-type: none"> <li>● Quality Assurance and Compliance</li> <li>● Technology Integration</li> </ul> </li> <li>4. Organizational Capacity             <ul style="list-style-type: none"> <li>● Manpower Development</li> <li>● Research and Innovation</li> <li>● Diversity and Inclusion</li> </ul> </li> </ol> |