



TAGBILARAN CITY COLLEGE
College of Business and Industry
Tagbilaran City, Bohol



Vision	A stable and vibrant learning institution molding the youth into professionals and skilled workers who are competent and ready for employment.
Mission	To provide equal access to quality college education and vocational training to Boholanos.
Goals	<p>To periodically update the curricular offerings of TCC to respond to the demands of the community and the business industries.</p> <p>To enhance students' academic performance and work-related skills development.</p> <p>To instill values and work ethics in consonance with social responsibility awareness.</p>
Program	Bachelor of Science in Entrepreneurship

PROGRAM OUTCOMES	PERFORMANCE INDICATORS
<p>Graduates of Bachelor of Science in Entrepreneurship are expected to:</p>	
<p>PO1.Analyze/scan the environment to determine business opportunities and develop their profitability profiles from which entrepreneurial ventures can be selected from</p>	<ul style="list-style-type: none"> • Prepare industry or sector analysis and discussion of business opportunities within the industry or sector • Prepare location analysis and site mapping
<p>PO2. Prepare a business plan</p>	<ul style="list-style-type: none"> • Prepare marketing plan • Prepare production and operations plan • Prepare financial plan, with capital budget, master budget, five-year projections and formal income statements • Complete detailed business plan
<p>PO3. Operate and manage the enterprise as good governance and social responsibility.</p>	<ul style="list-style-type: none"> • Successfully operate a micro-venture for at least one school year, with fully accomplished business registration and detailed business performance review
<p>PO4. Articulate and discuss the latest developments in the specific field of practice.</p>	<ul style="list-style-type: none"> • Engage in trainings, workshops, seminars, fora on business and industry trends • Initiate activities promoting Information and Communication Technology (ICT)

<p>PO5.Effectively communicate orally and in writing using both English and Filipino.</p>	<ul style="list-style-type: none"> • Conduct interviews with successful entrepreneurs and industry practitioners • Organize and conduct school activities • Prepare technical papers on related business fields • Present business proposals
<p>PO6.Work effectively and independently in multi-disciplinary and multi-cultural teams.</p>	<ul style="list-style-type: none"> • Join professional organizations related to the field • Join local, national and international competitions
<p>PO7.Act in recognition of professional, social, and ethical responsibility.</p>	<ul style="list-style-type: none"> • Participate in community outreach programs with People’s organizations, NGOs and private sectors • Conduct information, education and communication campaigns on environmental conservation
<p>PO8.Preserve and promote “<i>Filipino historical and cultural heritage</i>”</p>	<ul style="list-style-type: none"> • Participate in historical and cultural activities conducted by the government • Organize and conduct school activities to promote awareness on history and cultural heritage

COURSE SYLLABUS
First Semester, A.Y. 2021 - 2022

Course Code	Entrep111	Instructor	Abegail P. Galigao, MAT-Math
Course Title	Entrepreneurial Behavior	Email	agaligao.tcc@gmail.com
Course Credits	3	Contact Number	09093320257
Course Classification	Core	Consultation Hours	
Pre-Requisite(s)	None	Consultation Venue	Consultation Room

COURSE OUTCOMES	PROGRAM OUTCOMES							
After the completion of this course, students should be able to:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1. Use critical thinking skills to identify and evaluate entrepreneurial opportunities, manage risks and learn from the results of evaluating that process.	L	O	L	O	O	O	O	O
CO2. Understand the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.	O	O	L	P	P	O	O	O
CO3. Understand and apply fundamental aspects of entrepreneurial thinking across disciplines and as a means of personal development.	O	L	L	P	P	O	O	O
CO4. Establish goals, identify resources and determine the steps required to address those goals.	O	P	L	O	O	O	O	O
CO5. Use critical inquiry skills to identify, interview and generally build relationships with local innovators, entrepreneurs and other community	P	O	L	P	P	P	P	O

leaders.								
CO6. Make effective oral presentations pertaining to the project based work.	P	P	P	P	P	O	O	O

Legend:

- L - Facilitate LEARNING of the competencies (input is provided and competency is evaluated)
- P - Allow student to PRACTICE competencies (no input but competency is evaluated)
- O - Provide OPPORTUNITY for development (no input or evaluation, but there is opportunity to practice the competencies)

COURSE DESCRIPTION

This course is designed to immerse students in learning about the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide. The student will take that knowledge and apply it to the creation, implementation and evaluation of a self-directed project with a topic of their choosing.

COURSE CONTENT

TOPICS	HOURS	LEARNING OBJECTIVES	STRATEGY/ METHODOLOGY/ACTIVITIES	EVALUATION METHODS
The Concept of Entrepreneurship	6	<ul style="list-style-type: none"> • Simply define entrepreneurship, the entrepreneur, characteristics of entrepreneurs, entrepreneurial competencies the myths, fears, and excuses of entrepreneurs. • Compare and contrast the term entrepreneurs from managers, and managerial from entrepreneurial skills as well. 	Research on the Topics Sending of Module Online Discussion Video Presentation	Oral Questioning Online Exercises Online Quiz

		<ul style="list-style-type: none"> • Differentiate commerce from entrepreneurship 		
Entrepreneurial Mind-set	3	<ul style="list-style-type: none"> • Introduce effectuation and causation as a way that expert entrepreneurs think. • Develop the notion that entrepreneurs learn to be cognitively adaptable. • Acknowledge that some entrepreneurs experience failure and to recognize the process by which they maximize their ability to learn from that experience. 	<ul style="list-style-type: none"> • Sending of Module • Research Work • Case Study • Video Presentation 	<ul style="list-style-type: none"> • Online Submission of Answers to the Case Study Sent • Online Quiz
Entrepreneurial Creativity and Innovativeness	6	<ul style="list-style-type: none"> • Distinguish growth mindset from fixed mindset • Enumerate the characteristics of people with growth mindset • Think of an innovative product/service based on own preference which will be used in the making of a business proposal • Generate ideas in writing a business proposal on the chosen product or service 	<ul style="list-style-type: none"> • Sending of Module • Film Watching • Online Consultations 	<ul style="list-style-type: none"> • Students shall think of an innovative product/service which would be the basis in making a proposal. • Product/business proposal shall be created and sent through the assignments section of MS Teams.
Empowering Entrepreneurs	6	<ul style="list-style-type: none"> • Familiarize the tips on how to become the empowered entrepreneur you want to be • Be aware of the reasons why employee empowerment is 	<ul style="list-style-type: none"> • Sending of Module • Case Study • Film Watching (Kdrama: Startup) • Creation of Venn Diagram 	<ul style="list-style-type: none"> • Reflection to the case study given online • Online Quiz • Venn Diagram Output

		<p>important in an organization</p> <ul style="list-style-type: none"> Analyze the traits of empowered women entrepreneurs 		
Transforming Entrepreneurs	5	<ul style="list-style-type: none"> Familiarize the terms related to transforming entrepreneurs Explain how entrepreneurs contribute to globalization Reflect on the strategies on how to transform a business 	<p>Sending of Module Research work Video Presentation</p>	<p>Online Activity Online Quiz</p>
Entrepreneurial Opportunities	6	<ul style="list-style-type: none"> Identify opportunities that ignite ambition and foster self-reliance, resourcefulness, perseverance, and determination. Analyze circumstances, skills and strategies which yield entrepreneurial success. Give examples of business opportunities in times of pandemic 	<p>Sending of Module Research work Online Interview</p>	<p>Online Quiz Outputs to the Online Interview Conducted</p>
Goal Setting	6	<ul style="list-style-type: none"> Review goals set by other entrepreneurs and the impact of goal setting on entrepreneurial success. Judge how setting goals can lead to success Applying the course content, establish individual goals to develop personal entrepreneurial skills and condition the minds of 	<p>Sending of Module Video Presentation Research Work Formulation of One's Entrepreneurial Goal</p>	<p>Online Activity Timetable of students' Entrepreneurial Goal (2021 – 2028)</p>

		students on the kind of product they are going to sell and if there is a market as well.		
Learning Strategies	5	<ul style="list-style-type: none"> Identify the impact of knowledge applied to effort. Analyze the power of self-directed and life-long learning. Reflect on one's learning strategy 	<p>Sending of Module Case Study Self-Discovery (answering of Learning Preference Questionnaire)</p>	<p>Online Quiz Answers to Learning Preference Questionnaire</p>
Building a Sustainable Brand	5	<ul style="list-style-type: none"> Recognize the importance of reliability as a key to building a successful and sustainable brand. Discuss the impact responsibility plays in building a successful and sustainable brand. Cite examples of existing brands that have sustained its name for more than a decade 	<p>Sending of Module Research Work</p>	<p>Online Activity Online Exam</p>
Networking in Entrepreneurship	7	<ul style="list-style-type: none"> Understand the value a community of success by learning how to connect and collaborate with innovators, entrepreneurs, mentors and trusted advisors who can assist in transforming entrepreneurial ideas into sustainable successes. Discuss strategies for implementing a personal community of success. 	<p>Research Work Video Presentation Virtual Class</p>	<p>Online Activity Oral Examination</p>

FINAL COURSE OUTPUT

Elevator Pitch

Based on the product/service crafted from the module about creativity and innovativeness, students shall make an elevator pitch. The pitch should aim to attract potential investors. It should be delivered in 30 - 90 seconds only. The speech should contain the benefits/advantages of the business and why they need to invest in such. In the video, students should ensure that their face can be seen. They may ask somebody to take a video for them, or may use a video recording app to place their face in the slides of the presentation while doing the pitch. The name of your company shall be determined by the students and shall be placed on the first slide.

Format:

PPT or any alternative app

First Slide – Company name and name of CEO & members

Other contents shall be based on the submitted proposal from this subject

RUBRIC FOR ASSESSMENT

Trait	Exceptional (3)	Acceptable (2)	Unsatisfactory (1)
Amount of Communication	The speaker's voice is well-modulated and the explanation about the business was clear.	The speaker's voice is well-modulated. The explanation is somewhat useful in understanding the business.	The speaker's voice is not well-modulated. The explanation does not help the viewer understand the business.
Presentation	The presentation delivery is persuasive.	The delivery shows limited persuasion.	The delivery shows no persuasion.
Animation	The slides/PPT helped in understanding the business deeper.	Some contents of the slides/PPT is not useful in understanding the business.	Slides/PPT is irrelevant to the business being presented.

Confidence	The speaker was calm during the delivery and was confident to speak in front of the camera.	The speaker showed some signs of nervousness during the presentation. There were minimal unnecessary gestures as well.	The speaker's nervousness was evident in the entire pitch.
Deadlines	The pitch was submitted before the deadline.	The pitch was delivered a day after the due date.	The pitch was more than two days overdue.

GRADING SYSTEM

Prelim to Tentative Final Grade:

Conception Activities	- 10%
Performance Tasks	- 40%
Quizzes	- 20%
Major Exam	- <u>30%</u>
Total	100%

Prelim Grade = grade computed for the prelim period
Midterm Grade = grade computed for the midterm period
Tentative Final Grade = grade computed for the final period
Final Grade = 25% of Prelim + 25% of Midterm + 50% of Tentative Final Grade

Passing rate: 40%

LEARNING MATERIALS

Textbooks:

Kuratko, D. Entrepreneurship Theory, Process, and Practice. Cengage Learning Asia Pte Ltd (Philippines Branch). 2019
Barringer, B., Ireland, R. Entrepreneurship Successfully Launching New Ventures- 4th Edition. Pearson Education Limited.2013
Areola, E.M., Siggaoat J., Gonzales, E.,Entrepreneurship. First Edition. JFS Publishing Services. 2017
Hisrich, R.D., Peters, M.P., Shepherd, D.A. Entrepreneurship- Seventh Edition. Mc Graw Hill Companies, Inc. 2008
Camposano, J.A.. Entrepreneurship for Small Business. Echanis Press, Inc. 2004

Online References:

Duffey, D. (2011). *Johnson County Community College course syllabus: ENTR130-entrepreneurial mindset*, Retrieved from [jcccENTR130Syllabusbeginningspring2012.pdf](#)

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Approved by: Director	
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