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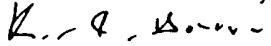
DepED MEMORANDUM
No. **127**, s. 2006

PILOT IMPLEMENTATION OF KNOW ABOUT BUSINESS (KAB)
IN SELECTED SECONDARY SCHOOLS

To: Bureau Directors
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools

1. The International Labour Organization (ILO) – a specialized agency of the United Nations system – in coordination with the Department of Education, shall pilot test the **Know About Business (KAB)** curriculum, an entrepreneurship training module developed at the ILO Head Office in Geneva, Switzerland. This is a 120-hour curriculum for secondary level, which has been implemented successfully in over twenty (20) other countries. This initiative is being launched by the ILO under its project on Promoting Youth Employment in the Philippines: Policy and Action, financed by the Canadian International Development Agency.
2. The pilot test seeks to implement the KAB training module in selected national high schools and private schools with a view to its full implementation nationwide should it show encouraging results. The ultimate objective is to provide young students in the Philippines with greater capacity to become productive members of society.
3. The one-year pilot implementation will be held starting June 2006 in selected public secondary schools in the following areas: Batangas, Rizal, Iloilo, Guimaras, Negros Occidental, Dumaguete City, Cebu City, Mandaue City, Talisay City, Davao City, Cotabato City, Marikina City, Manila, Paranaque City, Quezon City, Pasig City, and four private schools in Metro Manila.
4. To prepare for the pilot test, a training workshop will be conducted by two (2) ILO Master Trainers to qualified and selected teachers, including representatives from the Department of Education Central Office, in two batches for manageability on April 18-29, 2006 and May 2-13, 2006 at the ILO Office, 19th Floor, Yuchengco Tower, RCBC Plaza, Ayala corner Sen. Gil Puyat Avenue, Makati City.
5. All expenses for the training, including board and lodging and transportation expenses of all participants from the provinces will be shouldered by ILO. Transportation expenses of Metro Manila participants will be reimbursed.

6. Except those coming from Metro Manila, participants are expected to arrive a day before the scheduled training workshop.
7. For coordination, please contact the ILO Office c/o **Ms. Ma. Teresa T. Cruz** at tel. nos. (02) 580-9937 or (02) 580-9900 and the Department of Education-Center for Students and Co-Curricular Affairs c/o **Executive Director Joey G. Pelaez** at tel. nos. (02) 631-8495 or (02) 636-3603.
8. The KAB Fact Sheet, Criteria for Mainstreaming and Participation, and the List of Participants per batch are contained in Enclosure Nos. 1, 2, and 3 respectively.
9. Immediate dissemination of this Memorandum is desired.


RAMON C. BACANI
Officer-in-Charge ✓
Undersecretary

Encls.:

As stated

Reference: None

Allotment: 1- -(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CURRICULUM
SECONDARY EDUCATION
STUDENTS
WORKSHOPS

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Know About Business, KAB - fact sheet

What is KAB?

Know about business means to understand the role of business in the society, its contribution to the wealth of nations and its social responsibility; entrepreneurial attitudes and behaviour and to be informed how an enterprise is functioning.

KAB is a training programme for trainers and teachers in vocational education, secondary education and also higher education designed for a 120 hours course for young students between 15 to 18 years.

Objective

KAB's general objective is to contribute towards the creation of an enterprise culture in a country or society, by promoting awareness among young people of the opportunities and challenges of entrepreneurship and self-employment, and of their role in shaping their future and that of their country's economic and social development.

The specific objectives of the KAB package are to:

- Develop positive attitudes towards enterprises and self-employment among the population, by targeting youth but also stakeholders for enterprise development.
- Create awareness of enterprises and self-employment as a career option for young people in secondary and vocational education.
- Provide knowledge and practice of the desirable attributes for and challenges in starting and operating a successful enterprise.
- Facilitate the school-work transition as a result of a better understanding of functions and operations of enterprises.

Target group and beneficiaries

The KAB package is directed towards teachers and instructors in public and private vocational and technical training institutions and general secondary education. It can also be used for higher technical education and for professionals involved in enterprise promotion.

The Beneficiaries of KAB training are students in secondary education and trainees/students in vocational and technical training institutions whose learning curricula does not include these components. The typical age group would be 15 to 18 years. However, it can be adapted for tertiary education and non-formal education and training as well.

Product components

The KAB package is designed to provide teachers and trainers with the material necessary for a 120-hour course. It comprises a trainer handbook and eight modules. Each module represents a key area of entrepreneurship and is divided into several topics.

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|--|---|
| • Module 1: What is Enterprise? | • Module 5: How do I find a good business idea? |
| • Module 2: Why Entrepreneurship? | • Module 6: How do I organise an enterprise? |
| • Module 3: Who are entrepreneurs? | • Module 7: How do I operate an enterprise? |
| • Module 4: How do I become an entrepreneur? | • Module 8: What are the next steps to become an entrepreneur |

The titles of the modules are in the form of questions, which the trainees should be able to answer after the completion of the module. A facultative Module 9. How to prepare my own business plan can be added at the end of the course.

Also part of the package are a **workbook** for the trainees and a **business game**, which simulates transactions within an enterprise and among market actors.

Teachers and instructors are also trained to run a real school business during the one year training cycle.

Main support tools

Trainer Guide: It gives an introduction to the subject and objectives of KAB, provides an overview of the course structure and the duration of the modules and topics and explains the training methodology of interactive action learning with a variety of teaching techniques.

The KAB CD-ROM: It is designed for teachers, trainers and instructors of KAB for self-learning and as knowledge resource base. The CD-ROM contains five sections

- **Interactive training:** The KAB trainer can use this section as preparation for a training course or to review the material after training. Each topic can be selected individually and on the end are test questions and quizzes to be answered.
- **Trainer material:** Beside the trainer guide the trainer can find the Manual for the GAME, instructions for other games to be used for the training, reference materials of other ILO products and additional readings related to the different topics.
- **Tools for delivery:** This section provides tools for the KAB teacher and trainer to prepare the lessons e.g. transparencies, handouts and worksheets, the Trainee Workbook and additional subjects related to the topics like women entrepreneurs, how HIV/AIDS affects enterprises etc.
- **Monitoring and evaluation:** Directors and trainers of institutions using KAB will find in this section proposals and forms for monitoring the training courses delivered, the performance of the trainees and a Guide on Impact Assessment.
- **Archives:** This section contains all documents of the CD in pdf format as well as pictures and video clips and list of videos-CDs delivered with the package.

Implementation

The implementation process starts with a request from national ILO constituents and progresses in general through the following steps:

- Programme information workshop for representatives of the public and private training sector
- Selection of education institutions interested to participate in a pilot phase
- Training of teachers/trainers with generic KAB materials by ILO certified trainers
- Adaptation of KAB materials to local social and economic context
- Pilot testing of KAB in selected institutions during on school year
- Coaching and exchange of experience among the teachers under guidance of a KAB trainer
- Assessment of KAB as entrepreneurship education for the national curriculum
- Government decision on introduction of entrepreneurship education at national level
- Training and certification of local KAB trainers
- Assistance to the education sector during the general introduction phase of entrepreneurship education at national level

Starting from the request till ending of the pilot phase takes in average two years. The second phase of the implementation starts with the Government decision to introduce entrepreneurship training as a part of the national curricula. The duration of this phase depends entirely from the Government's strategy how fast the subject should be introduced, at which education level and how many education institutions will be covered.

Expected outcome

Young people educated with KAB will have a positive approach to entrepreneurship and will be more inclined to create their own business. In a long run entrepreneurship education like KAB will change attitudes in the society toward a positive enterprise culture.

Where has it been implemented?

KAB is part of the national curriculum for vocational training in Kazakhstan and Kyrgyzstan. It is under pilot testing in more than 20 countries in Central Asia, Africa and Latin America.

www.ilo.org/SEED

Contact persons

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ILO/Geneva Haftendorn@ilo.org

Peter Tomlinson, SME programme manager
ITC/Turin P.Tomlinson@itcilo.org

International Labour Organization
Implementation of the KAB Pilot for the School Year 2006-2007
Criteria for Mainstreaming and Participation

Introduction

To facilitate the effective and efficient mobilization and implementation of the KAB pilot phase for the school year 2006-07, the ILO SRO, Manila is in need of participants who will take part in its training program. The program identifies three (3) criteria required of participants to ensure quality control in the promotion and mainstreaming of the program. These criteria are the following: (1) Teacher Readiness; (2) School Readiness; and (3) Local Community Integration/Mentoring Phase.

Criteria Rationale

Teacher Readiness

The KAB program requires a minimum of two (2) to four (4) secondary teachers who will serve as facilitators for the pilot testing. The teachers who will be selected are expected to possess the following:

- Experience in providing lectures on any of the following subjects; Economics, Social Studies, Home Economics, Mathematics;
- Preferably has experience in setting-up and managing his/her own enterprise;
- A personal commitment to see the program succeed;
- A willingness to become the "vital link" between entrepreneurial students and the community (e.g. will utilize guest speakers and additional resources available (tapes, business magazines/organizations, civic groups, entrepreneur organizations, web resources) to introduce students to current information on entrepreneurship, etc.);
- A familiarity with and/or teaching in a curriculum compatible with youth entrepreneurial training;
- An understanding that the entrepreneurship curriculum may be or will be incorporated into the regular course of study;
- Considerably young or youthful members of the faculty or those who are young at heart;
- Dynamic;
- innovative;
- Inspirational;

- Passionate;
- Willingness to spend more time with students even after regulated school time;
- Current school teachers; and
- A relatively large network in the business community (this last criteria is a preferred attribute, not an absolute necessity).

School Readiness

To fully realize the smooth facilitation of the KAB program, it is important that the institution where it will be tested is ready to accommodate the point person/s who will be authorized to implement the program. The participating school is expected to provide the following:

- A supportive school head and staff;
- Two (2) teachers who will serve as facilitator of KAB selected based on the above criteria;
 - Support for KAB training for teachers (April/May 2006)
 - Support for teacher/facilitator access to additional/follow-up/in-service training/professional development and technical assistance relative to KAB pilot testing.
- 120 hours of administrative and academic (entrepreneurial) dedication; and
- Availability of classroom provision and relevant infrastructure facility or its equivalent to ensure coordination with Manila consultants.
- Willingness to coordinate with ILO consultants

Local Community/Local Government Integration

Entrepreneurship is a lifelong process which formally starts with the commitment of its participants in everyday entrepreneurial reality. Business activities are successfully measured through hands-on engagement with adequate support from the community and the relevant local government units (LGUs).

The KAB program seeks to integrate the graduates of its program in the community with support from LGUs. This is included in the mentoring components of the KAB program to ensure that it is monitored regularly and effectively.

LIST OF PARTICIPANTS TO THE KNOW ABOUT BUSINESS (KAB) PILOT TESTING

NAME	DIVISION	SCHOOL	SCHEDULE
Rosa F. Vasquez	Iloilo	Roberto Tirol High School	April 18-29, 2006
Charlie Magtulis	Iloilo	Roberto Tirol High School	April 18-29, 2006
Magelyn C. Balsamo	Iloilo	Roberto Tirol High School (Extension)	April 18-29, 2006
Henry N. Abregoso Jr.	Iloilo	Roberto Tirol High School (Extension)	April 18-29, 2006
Rhemia V. Cudo	Guimaras	San Lorenzo National High School	April 18-29, 2006
Eduardo T. Napalinga	Guimaras	San Lorenzo National High School	April 18-29, 2006
Analyn G. Ymalay	Guimaras	Sta. Teresa National High School	April 18-29, 2006
Fe G. Gellego	Guimaras	Sta. Teresa National High School	April 18-29, 2006
Jocelyn Tomagtang	Negros Occidental	St. Vincent's High School	April 18-29, 2006
Elsie T. Laloy	Negros Occidental	St. Vincent's High School	April 18-29, 2006
Melmar H. Lacson	Negros Occidental	La Castellana High School	April 18-29, 2006
Kirby A. Espelogo	Negros Occidental	La Castellana High School	April 18-29, 2006
Blaise B. Hobro	Dumaguete City	Junod National High School	April 18-29, 2006
Nelson Caday	Dumaguete City	Junod National High School	April 18-29, 2006
Alden Arbon Rabina	Dumaguete City	Dumaguete City High School	April 18-29, 2006
Jose Percival O. Millan	Dumaguete City	Dumaguete City High School	April 18-29, 2006
Ruth Chiong	Cebu City	Abellana National School	April 18-29, 2006
Maria Teresa Sansona	Cebu City	Abellana National School	April 18-29, 2006
Ma. Fe Caligdong	Mandaue City	Mandaue City Comprehensive NHS	April 18-29, 2006
Rey Pol Tan	Mandaue City	Mandaue City Comprehensive NHS	April 18-29, 2006
Luzviminda Gerali	Talisay City	Cansojong National High School	April 18-29, 2006
Renato Pardillo	Talisay City	Cansojong National High School	April 18-29, 2006
Ryan Rommel M. Dominguez	Davao City	Davao City National High School	April 18-29, 2006
Ronniel C. Palma	Davao City	Davao City National High School	April 18-29, 2006
Meriam D. Tantano	Davao City	Rizal Memorial Colleges High School	April 18-29, 2006
Henry Heruela	Davao City	Rizal Memorial Colleges High School	April 18-29, 2006
Edralina Muni	Rizal	Angono Regional Pilot School for the Arts	May 2-13, 2006
Jennifer Reyes	Rizal	Angono Regional Pilot School for the Arts	May 2-13, 2006
Teofista C. Unidad	Rizal	Angono National High School	May 2-13, 2006
Manuel G. Gutierrez	Rizal	Angono National High School	May 2-13, 2006
Marilou Lachita	Marikina City	Sta. Elena High School	May 2-13, 2006
Teresita D. G. Lastimado	Marikina City	Sta. Elena High School	May 2-13, 2006
Alberto Villamor	Marikina City	Parang High School	May 2-13, 2006
Imelda S. Minlay	Marikina City	Parang High School	May 2-13, 2006
Rizaldy Tuanadatu	Cotabato City	Cotabato City Pilot Provincial STHS	May 2-13, 2006
Nicanor O. Mendoza Jr.	Cotabato City	Cotabato City Pilot Provincial STHS	May 2-13, 2006

LIST OF PARTICIPANTS TO THE KNOW ABOUT BUSINESS (KAB) PILOT TESTING

NAME	DIVISION	SCHOOL	SCHEDULE
Nomaire P. Mustaha	Cotabato City	J. Marquez High School (School of Peace)	May 2-13, 2006
Ma. Fe. Z. Porras	Cotabato City	J. Marquez High School (School of Peace)	May 2-13, 2006
Diogenes Cobarrubias	Manila	St. Scholastica's High School	May 2-13, 2006
Christine Mendoza	Manila	St. Scholastica's High School	May 2-13, 2006
Teresa Mobilla	Manila	PUP High School Department	May 2-13, 2006
Elaine Carie Almirante	Manila	PUP High School Department	May 2-13, 2006
Philip Adam T. Odonon	Parañaque City	Marymount High School	May 2-13, 2006
Rozel D. Toledo	Parañaque City	Marymount High School	May 2-13, 2006
	Quezon City	Benedictine International School of QC	May 2-13, 2006
	Quezon City	Benedictine International School of QC	May 2-13, 2006
	Pasig City	Reedley International High School	May 2-13, 2006
	Pasig City	Reedley International High School	May 2-13, 2006
Fides Maranan	Batangas	Balete Family Farm School	May 2-13, 2006
Joven Reyes	Batangas	Dagatan Family Farm School	May 2-13, 2006
Department of Education Central Office			
Jose Mari G. Pelaez	Executive Director	Center for Students and Co-Curricular Affairs	
Virgilio A. Santos	EPS II	Bureau of Secondary Education	
Jesus L. Huenda	SEPS	Bureau of Secondary Education	
Jeana Magtaan	EPS II	Bureau of Secondary Education	
Ernesto R. Sotto Jr.	PDO III	Center for Students and Co-Curricular Affairs	