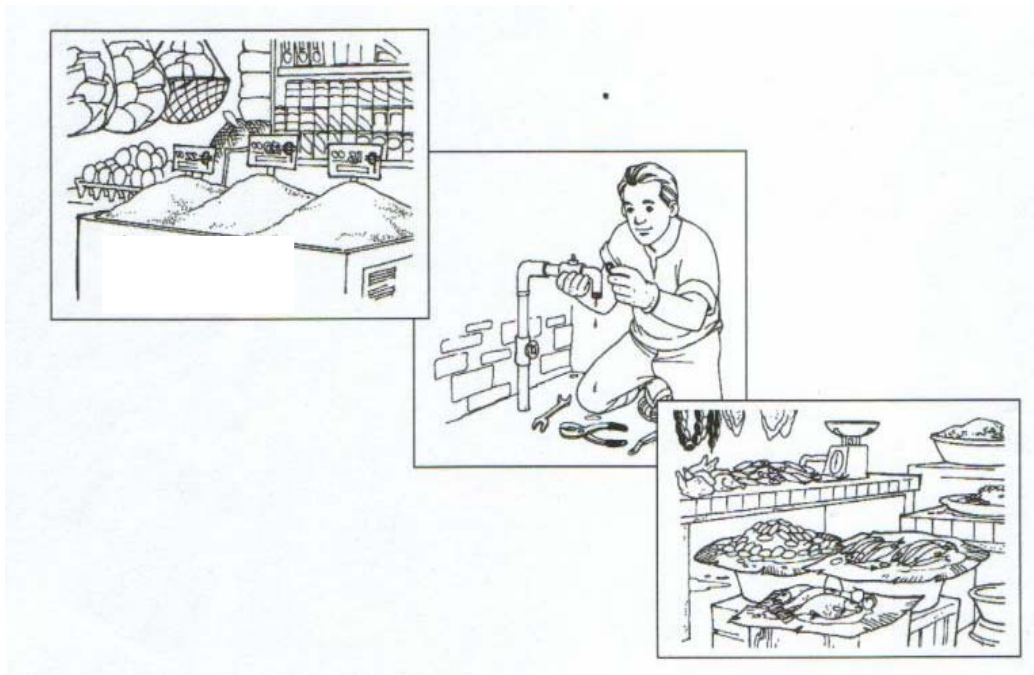


PROJECT EASE

Effective and Affordable Secondary Education

TECHNOLOGY AND LIVELIHOOD EDUCATION

Entrepreneurship



MODULE 1

BUREAU OF SECONDARY EDUCATION

Department of Education

DepEd Complex, Meralco Avenue

Pasig City



Entrepreneurship First Year

Module 1 Business, Money and Growth



What this module is about

Nice meeting you, my dear student! Let's talk about business, how it began and how it is doing at present. Start your search by learning the concepts of business, money and entrepreneurship and how these affect the economy of our nation.



What you are expected to learn

This module is designed for you. At the end of the module, you are expected to have achieved the following:

1. traced the circulation of money;
2. defined entrepreneurship in the context of small and medium-scale industries;
3. described the role of entrepreneurship in economic growth; and
4. identified the various business opportunities in the community.



How to learn from this module

You start exploring a new world – the world of business. Who knows, someday you may become one of the successful entrepreneurs our country can be proud of. However, you have to:

1. study the readings very well;
2. perform the activities and work on the self-check exercises;
3. perform the suggested tasks to reinforce learning and gain insights into specific topics; and
4. answer the pretest and the posttest.

Okay, are you ready now? Before proceeding, take the pretest first. This test is particularly prepared to determine your previous knowledge of the lessons you are about to study.



PRETEST

Multiple Choice:

Directions: Read each question very well. Choose the letter of the correct answer and write it on your notebook.

1. The circulation of money started when the
 - a. traders of one tribe exchanged goods with other tribes
 - b. Chinese traded with the Americans
 - c. Filipinos paid coins in exchange of goods
 - d. people invented paper

2. Aling Ester paid P 300.00 for the goods she bought at a grocery store. What system of exchange took place?
 - a. barter economy
 - b. trading
 - c. money economy
 - d. selling

3. Mang Mario has some savings. He wants his money to earn and decided to put up his own business. Which of the following type of business is the most appropriate for him to establish?
 - a. small business
 - b. micro business
 - c. medium business
 - d. macro business

4. It is an organized activity of people that produces and sells goods and services.
 - a. transaction
 - b. selling
 - c. business
 - d. macro business

5. Which of the following types of business enterprises is medium in type?
 - a. CBC Bakeshop
 - b. Jessa's Store
 - c. Jenny's Parlor
 - d. Lito's Garment Factory

6. Vida, the owner of a first class restaurant, prepared a recipe that was very appealing to customers. What process took place in Vida's case?
 - a. production
 - b. assembling
 - c. creation
 - d. innovation

7. If more people engaged in business, our country can avail of
 - a. added income
 - b. a stable and productive economy
 - c. a better quality of life for its citizens
 - d. more products for sale

8. Individuals engaged in selling goods and services are
 - a. Suppliers
 - b. Creditors
 - c. Entrepreneurs
 - d. Agents

9. Which of the following best describes small and medium-scale enterprises?
 - a. The owner earns more.
 - b. It is easy to manage.
 - c. The area served is not limited.
 - d. No limit as to capital requirement.

10. Elsa's Handicraft did not succeed in business although it was properly put up. The people in the community seemed not interested to buy Elsa's product. What do you think is the reason for this?
 - a. The price of the product is not reasonable.
 - b. The handicraft business does not meet peoples' needs.
 - c. Materials used for production are not of good quality.
 - d. Customers are not given discounts on the items.

You may refer to Page 18 for the key to corrections. If you were able to answer all the items correctly, congratulations! However, if you failed to get the correct responses in all the major items, start studying the succeeding activity.

Take time to study and understand the meaning of the following words which you come across in this module. These words will help you grasp the message of this module.

Lesson 1

The Development of Circulation of Money

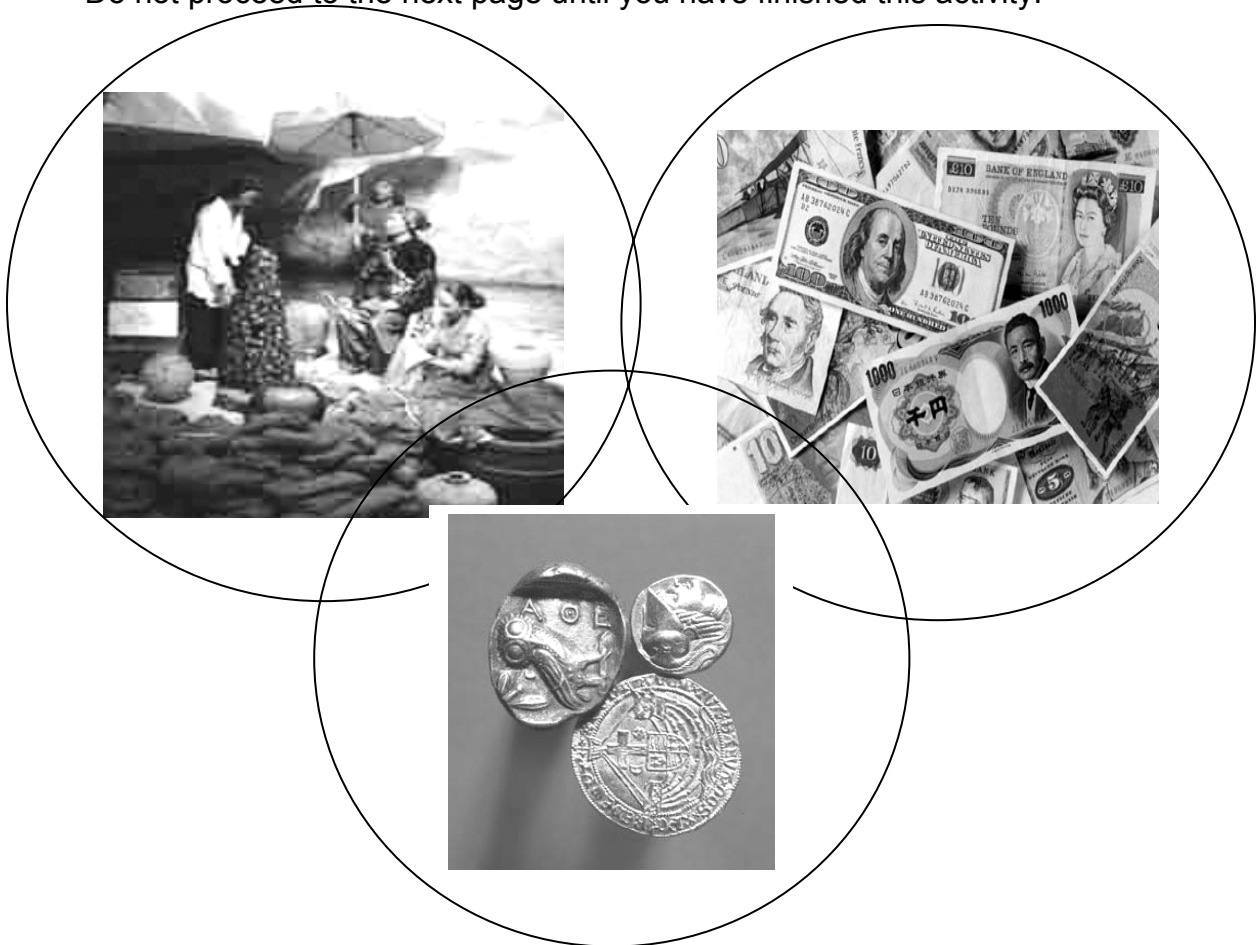
| Terms | Meaning of Terms |
|--------------|---|
| 1. Money | Anything accepted as a medium of exchange |
| 2. Trader | One who engages in business or commerce |
| 3. Barter | To give in exchange for something |
| 4. Resources | Supplies and materials |
| 5. Market | The user or consumer of the product |

Activity 1

Do you know that the circulation of money started in the very early times. Traders then used a system of exchange different from the present.

The illustration below has something to do with the practice of money circulation. Write something about the pictures inside the circles. Use a separate sheet of paper.

Do not proceed to the next page until you have finished this activity.



Do you think you were able to do the right thing? If yes, okay! If not, try to read the brief explanation on the topic.

Do you know that....



During the early times, traders of one tribe exchanged goods with other tribes.

Later on, export and import of goods among nations came into being. The practice is called world trade.

These activities in the past refer to the “barter economy” because people traded goods with other goods for their use.

Today, we use money or “currency” to pay for goods and services. This practice is called “Money economy”.



Self-check:

Matching type. Match Column A with Column B. Write the **letter** of the correct answer on the space before the number.

A

B

- _____ 1. The beginning of money circulation
- _____ 2. Export and import of goods among nations
- _____ 3. The other term for “money”
- _____ 4. The system of exchange of goods and services in terms of money
- _____ 5. Goods and services traded for other goods

- a. Currency
- b. Trading
- c. Money Economy
- d. World Trade
- e. Barter Trade

Lesson 2

Entrepreneurship in the Context of Small and Medium Scale Industries

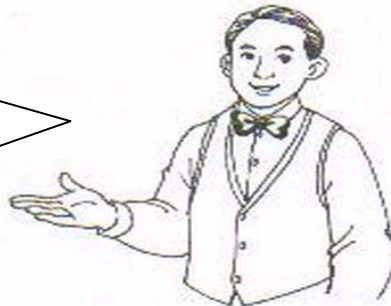
This lesson dwells on small types of business which are very common in the Philippines. You only need to have a small amount of money to start a business in your community. These small and medium business enterprises are important sources of the livelihood of people, who are called “small entrepreneurs”. They put up small stores that sell goods needed by the people in the community. These people are doing business. Business means an organized activity that produces and sells goods and services. People who take the risks of operating a particular business are “entrepreneurs”.

For further knowledge of the lesson, study the following presentation of types of small entrepreneurship and their features.



Hi, I'm Aling Lina, owner of a sari-sari store. I manage the store, sometimes with the help of my daughter. I placed in it a small capital, which I could only afford. Much work on my part, but it's okay.

Welcome to the “Lasang Pinoy” Restaurant. Come and enjoy our delicacies. Our restaurant is famous for “sinigang sa miso.” We offer and guarantee personalized services.



This is GMRC Garment Factory, manufacturer of baby dresses. We produce quality products at affordable prices. Come and try our products.

Can you identify now the types of entrepreneurial activities based on the presentations? Try doing the following activities to find out the extent of your learning about entrepreneurship.

Activity 2

Following the foregoing presentation, fill up the table below. Write down a simple description of each type of small entrepreneurship.

| Type of Small Entrepreneurship | Description |
|--------------------------------|-------------|
| 1. | |
| 2. | |
| 3. | |

How did you find the activity? Do you think you were able to get every number right? If not, here are further information on the lesson.

There are three types of small entrepreneurship. As shown in the presentation, the first is a sari-sari store, a typical example of **micro-business**. The owner heads the enterprise and employs one or two individuals to help him/her.

Presentation 2, on the other hand, describes a **small business** enterprise owned and managed by an individual or group with only enough resources to continue its operations. Other examples for a small business like this are grocery stores and bakeshops.

The third presentation characterizes **medium business**, owned and operated by a single person, two business partners or a corporation. A supermarket is an example of this type of business.

Activity 3

This time you are going to make a survey of the different business enterprises in your community. Classify them into micro, small and medium business. Just place check (✓) mark in the corresponding column where the type of business belongs:

| Business Enterprises | Micro | Small | Medium | Name of Owners |
|----------------------|-------|-------|--------|----------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Note: Checking of the activity will be done when the student reports to his/her teacher on the scheduled date. Added details regarding the survey will be discussed.



Self-check :

Identification: Complete each word by writing the missing letters to know the correct answer.

__ t __ p __ e __

1. Individuals engaged in small and medium businesses.

_ u _ i _ _ s _

2. An organized activity of people that sells goods and services.

__ c __ _ u _ i _ e __

3. An enterprise owned and operated by an individual and two partners.

__ d __ m b _ s _ n _ _ s

4. The owner as the head of the enterprise.

__ p __ a _

5. It is limited in amount to start a business.

Lesson 3

Role of Entrepreneurship in Economic Growth

Activity 4

List down the things you have at home.

Have you ever thought of asking yourself the following questions?

“If we do not have all these things, will it be easier for us to live?” Who do you think should be credited for providing us these things?

Certainly, the manufacturers of the products or the businessmen who are creative. Being creative, they were able to innovate and produce products for the buying public.

This lesson will help you find out the role of entrepreneurship in economic development. There are comic strips for you to read. Enjoy reading, and at the same time, take note of the important messages the lesson gives you.

Entrepreneurship plays a very important role in the economic growth and development of the country. The greater the number of business enterprises, the higher the taxes our government can raise. When more taxes are collected, more government projects are implemented that are beneficial to the people.

To help you find out the role of entrepreneurship in economic development, read the comic strips below.



Because of Mrs. Gee, a working wife used a computer in her office, a washing machine to do the laundry, a television, cell phone, and other gadgets which enables her to work faster, save time, money and effort. Isn't that wonderful?

Hello, I'm Ms. Entre, at your service. Do you see those workers in the factory? I gave them opportunities for employment.





How nice your house is! With all the conveniences you need, - a car, good education for your children, good food, what more could you ask for? The quality of your life has truly improved.

Do you know that I pay P 25,000 just for taxes alone? But it's alright, I am doing fine. See the skyways, the long bridges, the public school buildings and government hospitals? You can use the services of these conveniences because of the taxes that I contribute to the government.

Activity 5

Were you able to get the message of Ms. Entre? Please write them down on the lines below:

1. _____
2. _____
3. _____
4. _____
5. _____

Activity 6

Using the survey results of the survey you made in Activity 3, make a list of the contributions of small entrepreneurs for the improvement in your community. Write your observations below:

Contributions of Small Entrepreneurs to my Community

- 1.
- 2.
- 3.
- 4.
- 5.



Self-check:

Paragraph completion: Complete the sentences by writing the missing word/s to form a paragraph.


_____ is the ability to think of new ways of doing things. Through this, the entrepreneurs were able to contribute something for the development of our _____. The factories and industries they established help in the creation of _____. Through employment, people can now afford to buy life's amenities, hence their _____ improves. With the taxes of the entrepreneurs and employees, the government is able to increase its _____.

Lesson 4

Business Opportunities in the Community

We need good services in our daily life. Hence, opportunities for doing business are always available. Do you want to be one of those opportunity seekers? This lesson will help you decide.

Below is a conversation between two friends, Dan who wants to put up a business enterprise and is looking for a good site. The other one is Lito, his close friend. They have not seen each other for a long time. They meet in a fast food chain in Barangay Masikap, the place where Lito resides. While enjoying their snacks, they exchanged experiences and started to plan as well.



How's life now? I heard you are very successful businessman now. Congratulations, Dan!

That's why I'm here! I'm looking for another site, because I am planning to open a new branch of my business to offer my products and services here. I also want a possible business partner.

What a coincidence! I also want to open a business enterprise. Maybe we could come up with a good idea.



Okay! Let's keep in mind the needs of people here, particularly their buying habits.



We don't have a bakery yet. That's why we envy our cousins from the other town. They can have "hot pandesal" every day.

The bakery business is also in my mind. At start, we do the delivery scheme, to give the people here a taste of the products of our bakery.

Don't worry about the ingredients. The grocery store at the market sells all your baking needs.

How about the drainage? the water service? Will these not be a problem?

I think we should set another day to discuss more about our plan.

We shall see that these are in good order. We do not want to do them any harm.

See you again next time! Call me up first, to confirm your arrival. Bye!

Activity 7

I hope you enjoyed the conversations between Lito and Dan. Below are questions to find out if you have learned something from the conversation. Write your answers on the blanks below.

1. What was Dan's purpose in going to Barangay Masikap?

2. In the conversation, what factors were considered in putting up a business enterprise?



Self-check:

Puzzle

In the puzzle below, identify at least five factors to consider in searching for business opportunities. Encircle the words that may be arranged vertically, horizontally and even diagonally. Write your answer on a separate sheet or in your notebook. Show your answers to your friends and classmates to validate all the responses you wrote in your notebook.

Be able to recall the remaining terms you generated from the puzzle.

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| M | M | M | I | I | A | R | Y | M | H | I | F |
| E | A | E | R | E | S | O | U | R | C | E | S |
| G | M | T | S | A | V | I | N | G | S | A | R |
| S | A | O | E | C | S | K | I | A | K | C | S |
| N | R | S | O | R | U | R | C | E | S | B | K |
| E | K | O | C | G | I | K | M | A | T | E | I |
| E | E | H | O | R | P | A | E | T | O | H | L |
| D | T | S | U | E | L | L | L | B | O | R | L |
| S | C | P | K | M | A | N | A | S | E | R | S |
| A | D | E | M | A | N | D | S | U | P | P | Y |



LET'S SUMMARIZE

- The circulation of money started during the early times when people traded goods with other goods, using the resources they have, until it became the practice among nations. Today, currency is used to pay for goods and services and comes in paper and metal form.
- There are three types of small entrepreneurship, namely: micro, small, and medium business, from which small entrepreneurs could choose to start business. When properly managed, business becomes profitable and paves the way for possible expansion.
- Entrepreneurship has a very important role in the economic growth and development of the country. The greater the number of business enterprises, the higher the taxes our government can raise. When more taxes are collected, the quality of their life eventually changes.
- Business opportunities always exist, but an entrepreneur must be resourceful. Would-be entrepreneurs should keep in mind the vital factors in setting-up a business.



POSTTEST

Directions: Choose only the letter of the correct answer. Write the answers in your answer notebook.

1. The development of the circulation of money started when the -
 - a. traders of one tribe exchanged goods with other tribes
 - b. Chinese traded with the Americans
 - c. Filipinos paid coins in exchange for goods
 - d. People invented paper money
2. Aling Ester paid P 300.00 for the goods she bought at a grocery store. What system of exchange took place?
 - a. barter economy
 - b. trading
 - c. money economy
 - d. selling

3. Mang Mario has some savings. He wants his money to earn and decided to put up a business of his own. Which of the following is the most appropriate for him to put up?
 - a. small business
 - b. micro business
 - c. medium business
 - d. macro business

4. It is an organized activity of people that produces and sells goods and services.
 - a. transaction
 - b. selling
 - c. business
 - d. macro business

5. Which of the following business enterprises is medium in type?
 - a. CBC Supermarket
 - b. Jessa's Store
 - c. Jenny's Grocery Store
 - d. Suwerte Bakeshop

6. Vida, the owner of a first class restaurant, prepared a recipe that has become very appealing to customers. What process is involved in this situation?
 - a. production
 - b. assembling
 - c. creation
 - d. innovation

7. If more people engaged in business, our country can have
 - a. added income of the government
 - b. a stable and productive economy
 - c. better quality of life for the citizens
 - d. more products for sale at the market

8. Individuals engaged in selling goods and services are called
 - a. suppliers
 - b. creditors
 - c. entrepreneurs
 - d. agents

9. Which of the following best describes small and medium-scale enterprises?

- a. The owner earns more.
- b. It is easy to manage.
- c. The area served is not limited.
- d. No limit as to capital requirement.

10. Elsa's Handicraft did not succeed in business although it was properly put up. The people in the community seemed not interested to buy Elsa's product. What do you think is the reason behind these?

- a. The price of the product is not reasonable.
- b. The handicraft business does not meet the peoples' needs.
- c. Materials used for production are not of good quality.
- d. Customers do not enjoy discounts.

This is the end of Module 1. By now, you should have gotten a perfect score. In case you did not do well in the posttest, go over the missed items again. Try to learn more about entrepreneurship. Thank you for being patient, honest, and committed. See you again in the next module.



ANSWER KEY

Pretest / Posttest

1. a
2. c
3. b
4. c
5. a
6. d
7. d
8. c
9. b
10. b

Lesson 1: Self-check

1. b
2. d
3. a
4. c
5. e

Lesson 2: Self-check

1. Entrepreneur
2. Business
3. Micro business

4. Medium business
5. Capital

Lesson 3: Self-check

1. entrepreneurship
2. economy
3. employment
4. quality of life
5. national budget

Lesson 4: Self-check

1. resources
2. demands
3. materials
4. skills
5. needs