



**Davao del Sur State College**  
Brgy. Matti, Digos City, Davao del Sur

# Entrepreneurship



A COURSE PACK FOR  
BTLED STUDENTS

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**PREFACE**

This course pack has been compiled as a comprehensive learning resource for students from Technology and Livelihood Education (TLE) program, with a focus on developing their understanding of Entrepreneurship. This is designed to provide a structured, practical, and accessible guide to foundational concepts in entrepreneurship, from understanding the role of entrepreneurs in socio-economic development to crafting a full-blown business plan.

This material is organized into four key modules, Module 1 introduces the role of entrepreneurship in socio-economic development, the key traits of successful entrepreneurs, and the various legal forms of business ownership. Module 2 focuses on the importance of environmental scanning, conducting SWOT analysis, generating product concepts, and creating effective advertisements. Module 3 explores the Business Model Canvas, including its nine building blocks and the steps in completing it. Finally, Module 4 walks students through the structure and significance of a business plan, offering a step-by-step approach to writing both individual sections and a complete business plan.

This course pack aims to equip students with the knowledge, skills, and mindset needed to innovate, take initiative, and succeed in entrepreneurial ventures. It is both a learning tool and a guide to inspire critical thinking, creativity, and practical application throughout the course.

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