

Animal Production (Poultry Production)

Learner's Material
Module 1

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and/or universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at action@deped.gov.ph.

We value your feedback and recommendations.

**Department of Education
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**Technology & Livelihood Education– Grade 9
Animal Production (Poultry Production)
Learner’s Material
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Secretary: Br. Armin A. Luistro FSC
Undersecretary: Dina S. Ocampo, Ph.D.

Development Team of the Learner’s Material

Consultant: Andres Z. Taguiam, Ph.D.

Authors: Armando V. Illescas, Rolando Cubangbang
Edwin S. Dalisay

Editors: Edgardo A. Orden, Ph. D.

Reviewers: Julie D. Francisco

Illustrators: Erich David Garcia

Subject Specialists: Albert B. Erni and Emmanuel S. Valdez

Management Team: Jocelyn DR Andaya, Bella O. Mariñas and
Jose D. Tuguinayo Jr.

Layout Artist and Encoders: Jocelyn M. Gamo and Joel G. Castillo

**Department of Education-Instructional Materials Council Secretariat
(DepEd-IMCS)**

Office Address: 5th Floor Mabini Building, DepEd Complex
Meralco Avenue, Pasig City
Philippines 1600

Telefax: (02) 634-1054 or 634-1072

E-mail Address: imcsetd@yahoo.com

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Technology and Livelihood Education Entrepreneurship

Module 1: Personal Entrepreneurial Competencies



Have you ever thought about running your own business? Entrepreneurship has brought great success to some people, but it's not a career path for all. Do you think you can handle the stress and hard work that go with running a small business enterprise? The key to success in a small business enterprise is your entrepreneurial ability to produce the desired results. Before embarking on your first business, it's worth spending some time evaluating your own preparedness for entrepreneurship. Try to examine your own personality and compare it with the Personal Entrepreneurial Competencies (PECs) of a successful entrepreneur. Ask yourself if you are ready to enter into the world of business. If your answer is yes, consider this reminder: ***“Successful entrepreneurs continuously develop and improve their PECs.”***



EXPLORE Your Understanding

Essential Question

- How can one ensure entrepreneurial success?

Content Standard

- The learner demonstrates understanding of Personal Entrepreneurial Competencies (PECs)

Performance Standard

- The learner prepares an activity plan that addresses his/her development areas based on his/her PECs and improves further on his/her areas of strength.

Guide Questions:

1. Why is there a need to assess one's personal characteristics, attributes, lifestyles, skills and traits?
2. What are the personal entrepreneurial competencies of a successful entrepreneur?
3. Why is it necessary to compare one's personal characteristics, attributes, lifestyles, skills and traits with the personal entrepreneurial competencies of a successful entrepreneur?
4. How do you relate your PECs to the PECs of a successful entrepreneur?
5. Based on the data that you have gathered from the interview with the successful entrepreneur in your community, how do you develop your PECs?
6. Can you prepare an action plan that addresses your areas of development and strengths based on your PECs?
7. How does your action plan help sustain your strong areas and / or address your development areas based on your PECs?



Hello there! Are you ready to assess yourself to become a successful entrepreneur in the future? As honestly as you can, please answer the pre-assessment below

Pre- Assessment

A. Matching Type

Directions: Match column A with Column B. Write the letter of your correct answer on the blank provided

Column A Entrepreneur's Traits	Column B Definition
____ 1. Ability to set realistic targets	a. Hardworking
____ 2. Interest in money generation	b. Self-Confident
____ 3. To succeed, one must believe in one's self	c. Profit-Oriented
____ 4. Working diligently and industriously	d. Goal-Oriented
____ 5. Being able to heed the advice of others	e. Persistent
____ 6. Obtaining useful comments and advice from others	f. Responds to feedback
____ 7. Being patient as one strives to achieve the goal	g. Willing to listen
____ 8. Ability to take measures or calculated threats	h. Committed
____ 9. Being honest, fair, and trustworthy	i. Reliable and has integrity
____ 10. A major characteristic that is a priority in the entrepreneur's life	j. Risk-Taker
	k. Self Discipline



Are you done? This time you will do another set of pre-assessment which could give you a better understanding of what this Module is all about. Are you ready?
Let's begin!

Multiple Choice

Directions: Read and study the situation that describes entrepreneurial characteristics or attributes. Answer the question by writing the letter of your choice in your assignment notebook or on the answer sheet provided.

Ms. Gillian Myles opens up her own retail business. She knows that her personal entrepreneurial characteristics are insufficient to ensure the successful operationalization of a business that she has in mind. Your answers to the questions below will help in developing her PECs.

1. What PECs must she possess if there are customers who complain about the quality of her product?
 - a. Patience
 - b. Hard work
 - c. Versatility
 - d. Patience, hard work and versatility
2. Which of the following is NOT considered as a characteristic of an entrepreneur?
 - a. Copes with failure
 - b. Dependent
 - c. Persistent
 - d. Opportunity seeker
3. If she wants to ensure a profitable business operation, what characteristic should she maintain?
 - a. Committed
 - b. Goal oriented
 - c. Futuristic
 - d. Opportunity seeker
4. Ms. Gillian follows the advice of a friend to be flexible especially if she intends to open a retail business. What PECs is referred to?
 - a. Self- Confidence
 - b. Reliable and integrity
 - c. Open to feedback
 - d. Openness to Persistence
5. Mrs. Magno tells Mary, her best friend, that she has a strong will and does not give up finding a solution to a business problem. What PECs has been demonstrated by Mrs. Magno?
 - a. Hard work
 - b. Persistence
 - c. Self-Confidence
 - d. Risk- Taking



This time evaluate your own personal entrepreneurial characteristics to determine whether you too, can become an entrepreneur. If you are ready, you may begin!

C. Self- Assessment

Directions: Below is a list of Personal Entrepreneurial Competencies (PECs) of a successful entrepreneur. Put a check mark in the 2nd column to identify your strong PECs and another check mark in the 3rd column to identify those PECs that need to be developed.

Personal Entrepreneurial Competencies of an Entrepreneur	My Personal Entrepreneurial Competencies	
	Strength	Need to be Developed
1. Hardworking		
2. Self-Confidence		
3. Builds for the future		
4. Profit-Oriented		
5. Goal-Oriented		
6. Persistent		
7. Copes with failure		
8. Responds to feedback		
9. Demonstrates initiative		
10. Willing to listen		
11. Sets own standards		
12. Copes with uncertainty		
13. Committed		
14. Builds on strengths		
15. Reliable and has integrity		
16. Risk-Taker		



Did you enjoy examining your PECs? You can become a successful entrepreneur someday. Please don't feel bad when you discover that some of these are still to be developed. Continue your exploration to find answers on how to improve on these underdeveloped PECs.



Important Entrepreneurial Traits

The following are the fundamental characteristics of an entrepreneur:

1. **Hard working:** If you are determined to run your own business, you must concentrate on your work either as a producer or a seller. The success of your business depends on how much time and effort you will spend on it.
2. **Self- confidence:** You must have a strong faith in your ability despite the problems that you will encounter along the way.
3. **Future-oriented:** Once you enter a line of business, you must understand that you are in a non-stop contract as an entrepreneur. It may take several years to develop a business to a reasonable standard. The goal for most successful business people is to build a secure job and ensure a stable income for themselves based on their own ability.
4. **Profit-oriented:** When you enter the world of business, you are obviously looking for what you know will be your bread and butter, not only for you, but also for your family. Therefore, you must see to it that the business can generate enough income. Another plan of action is to expand your own business through the use of your generated income.
5. **Goal-oriented:** An entrepreneur is forward looking. You need advanced preparation for your business. You set a long-term goal for the activities that are needed, an extensive preparation for the production process and procedures that you need to go through to acquire human and non-human resources. Everything in your business **will have to be** set clearly, organized, and planned depending on the goal you want to achieve.
6. **Persistent:** Differences in opinion and judgment may vary. Your opponent can be part of the rejection about what you intend to do for your endeavor. As an entrepreneur, you must be firm, strong-willed, and be able to stick to or follow your own belief.
7. **Copes with failure:** “Learn from mistakes”. As an entrepreneur, you must learn how to deal with the frustrations and failures. Instead, turn these into productive learning experiences.

8. **Responds to feedback or is open to feedback:** You must be concerned about knowing how well you are doing and keep track of your performance. You must obtain useful feedback and advice from other people.
9. **Takes the initiative:** A successful entrepreneur takes the initiative. You must put yourself in a position where you personally are responsible for the failure or success of your business.
10. **Willing to listen:** Take time to listen to the advice, suggestions, and recommendations of fellow entrepreneurs. These will help your business grow.
11. **Sets Own standards:** This involves developing and using logical, step-by-step plans to reach the goals, or offering evaluation alternatives, monitoring progress, and switching to successful strategies for the goal you want to achieve. To be a successful entrepreneur you must take into consideration that sales and production depend on your own standards.
12. **Copes with Uncertainty:** Pursue your vision to be a successful entrepreneur. You should know how to handle unusual events that may happen in the business. Those include problems in managing the workers, problems on the delivery of goods and services, and the problems on demand and production. You must be patient in dealing with these uncertainties.
13. **Committed:** You should know that in your business, personal needs, attachment to your friends, families and relatives are set aside. You must separate the money for your business from the amount that you need to spend for personal obligations and lifestyle.
14. **Builds on strengths:** Successful business people base their work on strengths. Use your manual skills, knowledge in creating products or services, knowledge in trade and industry, ability to make and use a wide network of contacts to build your business.
15. **Reliable and has integrity:** As an entrepreneur, to make a wide network you must build a good reputation, possess the courage to do the right thing, do what you say, walk your talk, be loyal, and be fair in dealing with subordinates and customers.
16. **Risk-taker:** Risk sometimes cannot be anticipated. When misfortunes happen, consider these as challenges and work them out and set good alternatives. Risks may result in loss of your business or even bankruptcy.

FIRM UP your Understanding

Activity 1: Assessing the PECs of a Practitioner

Direction: Refer to Activity 2 (Aligning ones PECs) on page 10 to perform the following tasks:

1. Identify the characteristics and traits that a practitioner of poultry grower in your town and locality. Write down all the descriptions on the second column.
2. Reflect and assess the entrepreneurial traits and write it on the third column. This assessment would give you a good idea of significant characteristics and traits that a successful practitioner must possess.

	Practitioner	Assessment
Characteristics	- -	
Traits	- -	

Activity 2: Aligning one's PECs

Directions: Choose from the list below the characteristics and traits that best describe your own personal entrepreneurial characteristics. Find ways to align them according to the personal entrepreneurial characteristics of an entrepreneur which were discussed earlier. Write your answers in the activity sheet provided.

Creative	Resourceful	Persistent	Organized	
Independent	Confident	Risk-Taker	Observant	
Competent	Trustworthy	Optimistic	Passionate	
Flexible	Sensitive	Committed	Strong-minded	
Efficient	Hardworking	Decision-maker	Reliable	
Courteous	Knowledgeable	Persevering	Decisive	Dynamic

My PECs	My simple definition	Things to do to align with PECs of a successful entrepreneur/practitioner
1. Creative		
2. Organized		
3. Competent		
4. Observant		



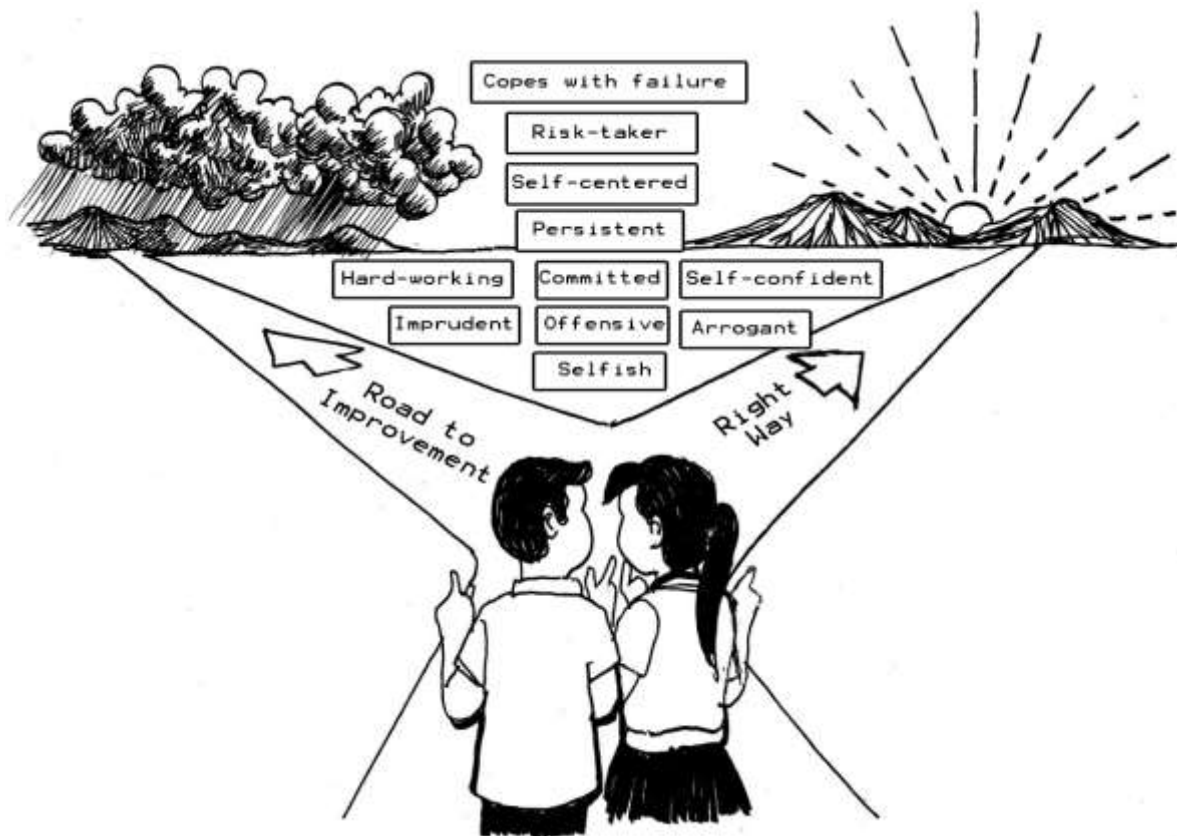
Design a concept map that indicates traits, characteristics' and skills that you need to possess in order to become a successful entrepreneur.



My PECs

Activity 3. My PECs that need to be further improved

Directions: At the junction in the street are signs where positive and negative characteristics and traits are written. Pick out the positive PECs that are already strong in you, and write them down on the blank arrows on the left side, "right way". PECs written on the arrows at the right side are the weak characteristics that need to be further improved, "road to improvement."



DEEPEN Your Understanding

Strengthening your Identified PECs

Here are your guides on how to strengthen your own PECs.

1. React positively to criticisms and be open to feedback.
2. Always demonstrate positive attitude to achieve a desired goal.
3. Always project a strong and well-balanced behavior.
4. Always exercise an assertive style in your work environment.
5. Avoid being too passive and too aggressive.
6. Don't let anyone worsen your business life.
7. Prioritize your business goal rather than personal goal in order to become a successful entrepreneur.
8. Acquire specific skills for creating and maintaining a conducive work environment.
9. Be responsible in everything you do in your business.

Always observe business ethics in putting up a business.

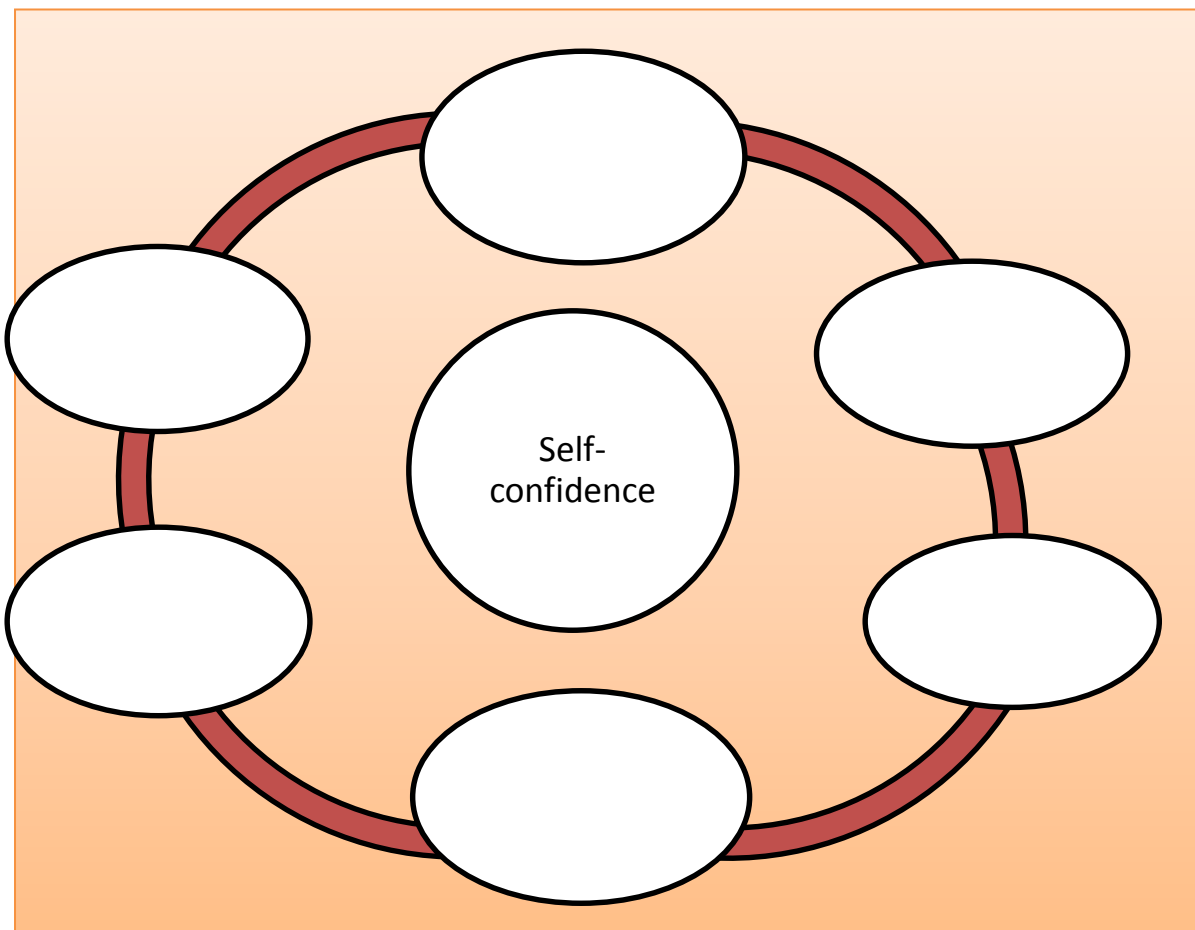


Hello! I'm here once again reminding you whether you have reached a certain point where you could honestly tell that you are already successful in strengthening your own PECs. Let's see...

Activity 1: My Techniques to Strengthen PECs

Directions: From the given chart below, write at least six techniques that would allow you to strengthen your own PECs. Write the PECs that you feel that you still need to focus on to strengthen these.

Example: Self-confidence



TRANSFER Your Learning

Preparation of an Action Plan

Culminating Activity

Directions: Examine yourself as an entrepreneur / business person once again. Make a short list of PECs that you need to strengthen. From this activity, prepare an action plan to further develop your PECs.. You may opt to follow the suggested format below. You may improve or change it for so long as it suits your own plan of action.

Sample Action Plan

Specific Purpose Statement: (<i>Your vision of your future</i>)						
Ex. Developing self-confidence in retail business						
Focus Area	Current Situation	Goal	Measures of Success	Actions Required	Time Frame	Reward/ Recognition
My PECs	I need to develop my undefined characteristics need for my retail business. such as: _____ _____ _____ _____ _____	- To exercise my own PECs during selling and producing products/ services -To become proficient in my chosen skill.	Achieve 100% completion of development of my own PECs through selling and production of products, proper manner when dealing with people.	-Selling finished products derived from culminating activities in any of chosen career. -Participate in skills competition sponsored by the NGO and GO	-During culminating activities -After learning the principles, theories, processes of any chosen business / enterprise	-Earns expected income -Outstanding performance in selling and promoting products and services



Answer the post-assessment questions to determine whether there is significant increase in your understanding of PECs. The feedback to this post-assessment is appended at the end of the module.

Good luck!

Post-Assessment

A. Matching Type

Directions: Column A lists the characteristics of a successful entrepreneur. Draw a line from the items in Column A that connects the correct definition of terms listed in Column B.

Column A Entrepreneur's Traits	Column B Definition
____ 1. Ability to set realistic targets	a. Hardworking
____ 2. Interest in money generation	b. Self-Confident
____ 3. To succeed, one must believe in one's self	c. Profit-Oriented
____ 4. Working diligently and industriously	d. Goal-Oriented
____ 5. Being able to heed the advice of others	e. Persistent
____ 6. Obtaining useful comments and advice from others	f. Responds to feedback
____ 7. Being patient as one strives to achieve the goal	g. Willing to listen
____ 8. Ability to take measures or calculated threats	h. Committed
____ 9. Being honest, fair, and trustworthy	i. Reliable and has integrity
____ 10. A major characteristic that is a priority in the entrepreneur's life	j. Risk-Taker
	k. Self-Discipline

B. Multiple Choice.

Directions: Read and study the situation that describes entrepreneurial characteristics or attributes. Answer the question by writing the letter of your choice in your assignment notebook or on the answer sheet provided.

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 - a. Patience
 - b. Hard work
 - c. Versatility
 - d. Patience, hard work and versatility

2. Which of the following is NOT considered as a characteristic of an entrepreneur?
 - a. Copes with failure
 - b. Dependent
 - c. Persistent
 - d. Opportunity seeker

3. If she wants to ensure a profitable business operation, what characteristic should she maintain?
 - a. Committed
 - b. Goal oriented
 - c. Futuristic
 - d. Opportunity seeker

4. Ms. Gillian follows the advice of a friend to be flexible especially if she intends to open a retail business. What PECs is referred to?
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 - a. Hard work
 - b. Persistence
 - c. Self-Confidence
 - d. Risk- Taking

Feedback: