

# **INDUSTRIAL ARTS: SHIELDED METAL ARC WELDING (ENTREPRENEURSHIP)**

Learner's Material

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](mailto:action@deped.gov.ph).

**We value your feedback and recommendations.**

**Department of Education  
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**Industrial Arts: Shielded Metal Arc Welding - (Entrepreneurship)**  
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# PERSONAL ENTREPRENEURIAL CHARACTERISTICS (PECs)

## WHAT TO KNOW

### Important Entrepreneurial Traits

The following are the fundamental characteristics of an entrepreneur:

1. **Hardworking.** If you are determined to run your own business, you must devote your time to it and work hard as a producer or seller. The success of your business depends largely on the time and effort you spend on it.
2. **Self-confident.** You must have a strong faith in your ability to run your business despite the many problems you will meet along the way. Believe in yourself and think positively.
3. **Future-oriented.** Once you go into business you must understand that you are engaged in a non-stop contract.
4. **Profit oriented.** When you enter the world of business, obviously, you are looking for income. The amount of investment should indicate a positive return in a given period or time.
5. **Goal oriented.** An entrepreneur is looking forward to growth and development of his/her business. You should set long and short term goals in the 4 Ms in production, namely, manpower, method, materials, and machineries. There must be a clear, organized and well-planned production process in the achievement of your goal.
6. **Persistent.** Be persistent in any opinion and judgement. Your opponent can be a part of rejection of what you intend to do. As an entrepreneur, you must be firm and consistent to follow your own belief.
7. **Able to cope with frustration and failure.** As a rule of thumb, Learning from your mistakes is the name of the game. As an entrepreneur, you must learn early on how to deal with frustrations and failures. You must exercise flexibility and think affirmatively on what you are planning to do.
8. **Open to feedback .** You must be concerned to know how well you are doing and keep track of your performance. You must obtain useful feedback and advice from others, and be able to respond accordingly.
9. **Able to take the initiative.** A successful entrepreneur takes the initiative. You must put yourself in a position where you personally are responsible for the failure and success of the business.
10. **Willing to listen.** Take time to listen to the advice, suggestions, and recommendations of fellow entrepreneurs. It will help your business grow.
11. **Able to set your own standards.** This involves developing and using logical, step-by-step plans to reach the goal you have set for yourself or offer evaluation alternative, monitor progress and switch 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. **Able to cope with uncertainty.** In pursuing your vision to be a successful entrepreneur, you should know how to handle unusual events that may happen in the business which include problems in managing the workers, problems in the delivery of goods and services and problems on demand and production. You must be patient in dealing with uncertainties.
13. **Committed.** You should know that your business, your 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 lifestyles.
14. **Able to build on strength.** 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 communication gadgets in order to build your business.
15. **Reliable and has integrity.** As an entrepreneur 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 the subordinates and customers.
16. **Able to take risk.** Risks sometimes cannot be anticipated. When misfortunes happen, consider the challenges and work them out by setting good alternatives. Risks may result to loss of your business or even bankruptcy.

## WHAT TO PROCESS



### Activity 1. Aligning my PECS

**Directions:** Choose from the list below the traits that best describe your own personal entrepreneurial characteristics. Find ways on how to align them according to the personal 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	Dynamic
Efficient	Hardworking	Decision-Maker	Reliable
Knowledgeable	Persevering	Strong-Minded	Courteous

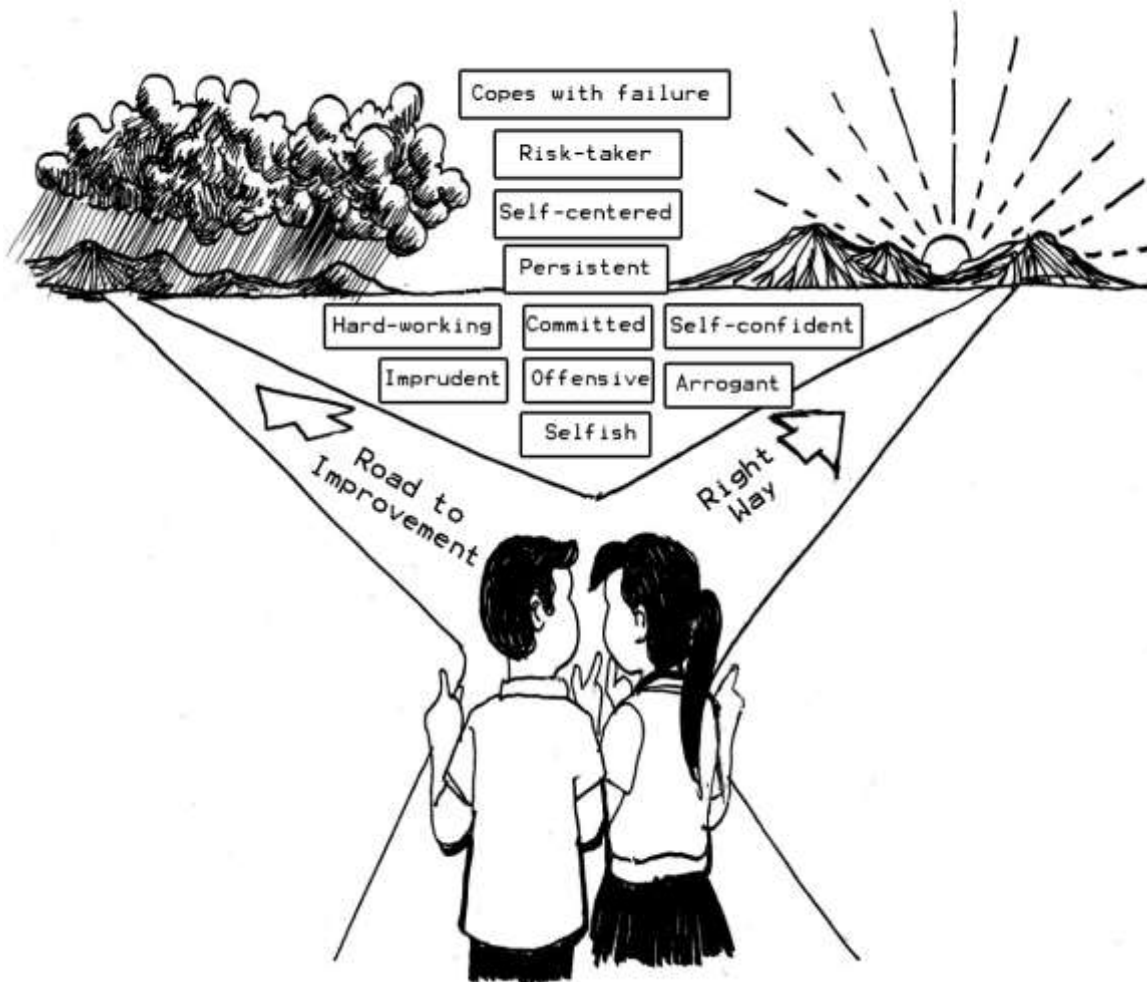
**Example : My PECs**

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

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

**Activity 2. My PECs that need to be further improved**

**Directions:** At the end of the street are arrows where positive and negative characteristics and traits are to be written. Identify the positive PECs that you are already strong at and write them down on the blank arrows on the right side. PECs written on the arrows at the left side are the negative characteristics that you need to further improve.





## **WHAT TO REFLECT ON AND UNDERSTAND**

### **Strengthening your identified PECs**

#### **Here is your guide on how to strengthen your own PECs**

1. React positively to criticisms and be open to feedback.
2. Always demonstrate positive attitude to achieve desired goals.
3. Always project strong and well-balanced behavior.
4. Always exercise the 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.
10. Always observe business ethics in putting up a business.

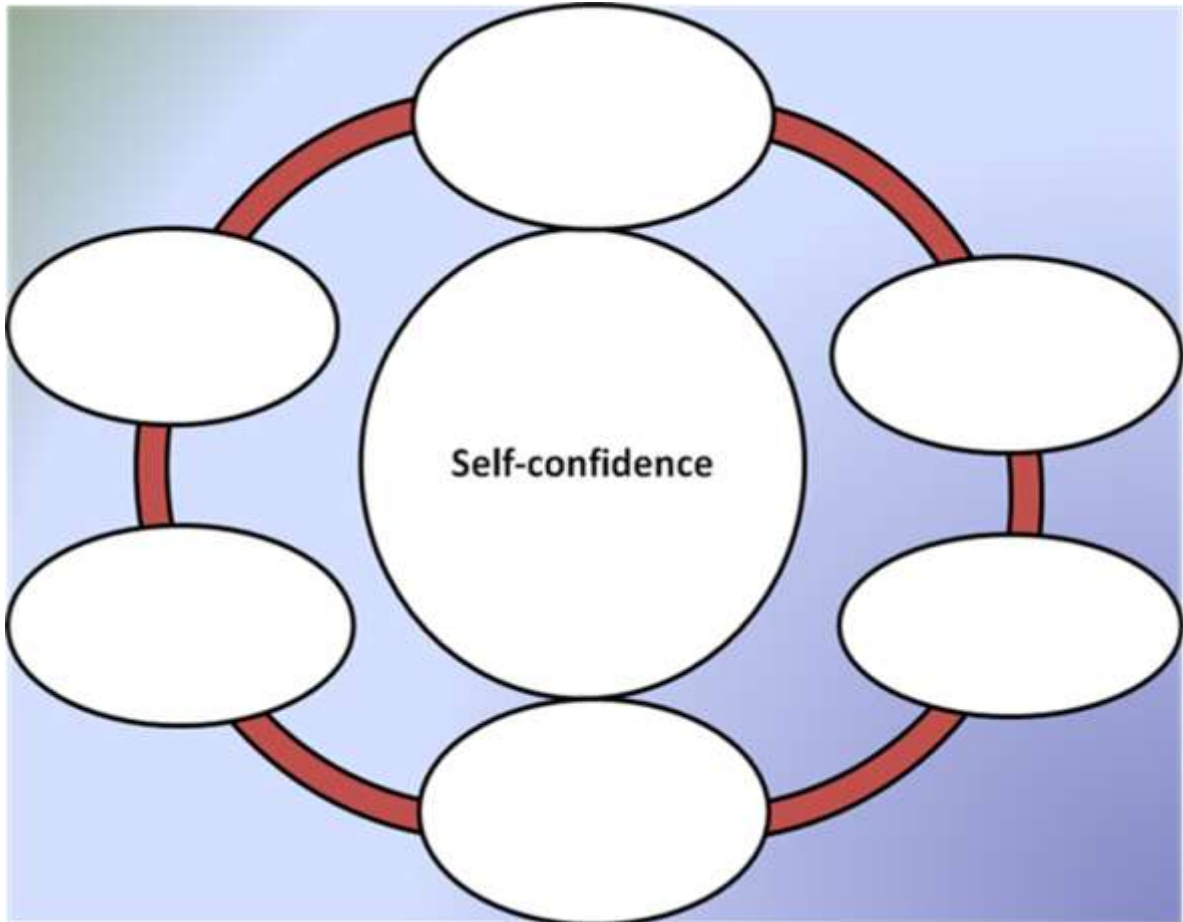
**Are you confident that your PECs provide an ample idea in putting up a business in metalworks or not?  
Let's check!**



## Activity 1. My techniques to strengthen PECs

**Directions:** From the given model below, write at least six techniques on how you would strengthen your own PECs. Write the PECs that you feel you still need to focus on and to strengthen.

### Example: Self-Confidence



### WHAT TO TRANSFER

#### Preparation of an Action Plan

#### Culminating Activity

Directions: Examine yourself once again. Make a short list of PECs that you need to strengthen. From this activity, prepare an action plan that requires

further development. You may opt to follow the suggested format below. You may improve or change it as long as it suits your own plan of action.

### Sample Action Plan

<b>Specific Purpose Statement ( Your vision in the future)</b> Example: Developing self-confidence in retail business.						
<b>Focus Area</b>	<b>Current Situation</b>	<b>Goal</b>	<b>Measure of Success</b>	<b>Action Required</b>	<b>Time Frame</b>	<b>Reward/ Recognition</b>
My PECs	I need to develop my undefined characteristics needed 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 my own PECs through selling and production of products, and proper manner when dealing with people.	Selling finished products derived from the culminating activities in any of chosen career and participating in skills competition sponsored by the NGO and GO.	During culminating activities -After learning the principles, theories, process and of any chosen career.	Earns expected income  Outstanding performance in selling and promoting products and services.

Answer the post assessment below to determine whether there is significant increase in your understanding of PECs.  
The feedback to this post assessment is given in the following pages.

Goodluck!

### 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.

<b>Column A</b>	<b>Column B</b>
1. Hardworking 2. Self-Confident 3. Profit –oriented 4. Goal-oriented 5. Persistent 6. Responds or open to feedback 7. Willing to listen	a. Ability to set realistic targets. b. Interest in money generation. c. To succeed, one must believe in one’s self. d. Working diligently and industriously. e. Being able to listen to the advice of others.

8. Committed 9. Reliable and has integrity 10. Risk-taker	f. Obtaining useful feedback and advice from others. g. Being patient and determined to achieve the goal. h. Ability to take measures or calculated risks. i. Being honest, fair and trustworthy. j. A major in the entrepreneur's life.
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## **Environment and Market**

Maybe one of your greatest dreams in life is to become a successful entrepreneur and use it for your own. As a person, you are capable of developing your character and personality and responding to some business challenges and opportunities. You can make things happen by identifying the opportunities around you. You may ask yourself these questions: What do people need? What products and services are available in the market today? Can they be improved? How are they made or delivered? Can things be done better? cheaper? faster? cleaner? Can a product which is used for a specific purpose be also used for some other purposes?

You slowly find answers to these questions as you decide to do the first step in launching a business enterprise. Be cautious however, that you should develop a habit of identifying opportunities around you. Only then, will you find the activity both exciting and easy.



### **WHAT TO KNOW**

#### **Needs and Wants of People**

Everyone has his or her own needs and wants. However, people have different concepts of needs and wants. Needs in business are important things that every individual cannot do away with in a society. These include:

1. Basic commodities for consumption
2. Clothing and other personal belongings,
3. Shelter, sanitation and health
4. Education and relaxation

Basic needs are essential to every individual so he/she may be able to live with dignity and pride in the community of people. These needs can obviously help you generate business ideas.

Wants are desires, luxury and extravagance that signify wealth and an expensive way of living. Wants or desires are considered above all the basic necessities of life. Some examples are the eagerness or the passion of every individual which are non- basic needs like; fashion accessories, shoes, clothes, travelling around the world, eating in an exclusive restaurant, watching movies, concerts, plays, having luxurious cars, wearing expensive jewelry, perfume, living in impressive homes, and others.

Needs and wants of people are the basic indicators of the kind of business that you may engage in because it can serve as a measure of your success. Some other good points that you might consider in business undertakings are the kinds of people, their needs, wants, lifestyle, culture and tradition, and social orientation that they belong in.

### **Generating ideas for business**

Here are some ways by which you may generate possible ideas for business.

1. **Examine the existing goods and services.** Are you satisfied with the product? What do other people who use the product say about it? How can it be improved? There are many ways of improving a product from the way it is made to the way it is packed and sold. You can also improve the materials used in crafting the product. In addition, you may introduce new ways of using the product, making it more useful and adaptable to the customers' many needs. When you are improving the product or enhancing it, you are doing an *innovation*. You can also do an *invention* by introducing an entirely new product to replace the old one.

Business ideas may also be generated by examining what goods and services are sold outside the community. Very often, these products are sold in forms that can still be enhanced or improved.

2. **Examine the present and future needs.** Look and listen to what the customers, institution, and communities are missing in terms of goods and services. Sometimes, these needs are already obvious and felt at the moment. Other needs are not that obvious because they can only be felt in the future, in the event of certain developments in the community. For example, a town will have its electrification facility in the next six months. Only by that time will the entrepreneur could think of electrically- powered or generated business such as photocopier, computer service, digital printing, etc.

3. **Examine how the needs are being satisfied.** Needs for the products and services are referred to as market demand. To satisfy these needs is to supply the products and services that meet the demands of the market. The term market refers to whoever will use or buy the products or service, and these may be people or institutions such as other businesses, establishments, organizations, or government agencies.

There is a very good business opportunity when there is absolutely no supply to a pressing market demand.

Businesses or industries in the locality also have needs for goods and services. Their needs for raw materials, maintenance, and other services such as selling and distribution are good sources of ideas for business.

4. **Examine the available resources around you.** Observe what materials or skills are available in abundance in your area. A business can be started out of available raw materials by selling them in raw form and by processing and manufacturing them into finished products. For example, in a copra-producing town, there will be many coconut husks and shells available as “waste” products. These can be collected and made into coco rags/doormat and charcoal bricks and sold profitably outside the community.

A group of people in your neighborhood may have some special skills that can be harnessed for business. For example, women in the Mountain Province possess loom weaving skills that have been passed on from one generation to the next generation. Some communities there set up weaving businesses to produce blankets, as well as decorative items and various souvenir items for sale to tourists and lowland communities.

Business ideas can come from your own skills. The work and experience you may have in agricultural arts, industrial arts, home economics, and ICT classes will provide you with business opportunities to acquire the needed skills which will earn for you extra income, should you decide to engage in income-generating activities. With your skills, you may also tinker around with various things in your spare time. Many products were invented this way.

5. **Read magazines, news articles, and other publications on new products and techniques or advances in technology.** You can pick up new business ideas from Newsweek, Reader’s Digest, Business Magazines, Go Negosyo, KAB materials and Small Industry Journal. The Internet serves as a library where you may browse and surf on possible businesses. It will also guide you on how to put the right product in the right place, at the right price, at the right time.

Listing of possible businesses to set up in an area may also be available from banks or local non-government organizations.

## **Selecting the Right Idea**

Once you have embarked on identifying the business opportunities, you will eventually see that there are many possibilities that are available for you. It is very unlikely that you will have enough resources to pursue all of them at once. Which one will you choose?

You have to select the most promising one from among a hundred and one ideas. It will be good to do this in stages. In the first stage, you screen your ideas to narrow them down to about five choices. In the next stage, trim down the five choices to two options. In the final stage, choose between the two and decide which business idea is worth pursuing.

In screening your ideas, examine each one in terms of the following factors:

1. How much capital is needed to put up the business?
2. How big is the demand for the product? Do many people need this product and will continue to need it for a long time?
3. How is the demand met? Who are processing the products to meet the need (competition or demand)? How much of the need is now being met (supply)?
4. Do you have the background and experience needed to run this particular business?
5. Will the business be legal, not going against any existing or foreseeable government regulation?
6. Is the business in line with your interest and expertise?

Your answers to these questions will be helpful in screening which ones from among your many ideas are worth examining further and worth pursuing.

## **Environmental Scanning**

There is a need to conduct environmental scanning to identify the needs and wants of people, the niche for your business mission, and to give attention to trends and issues. This may also serve as an evaluation of the type of entrepreneurial activity appropriate in the community.

Environmental scanning is defined as a process of gathering, analyzing, and dispensing information for tactical or strategic purposes. The environmental scanning process entails obtaining both factual and subjective information on the business environments in which a company is operating.

The development and innovative technological changes will make the industry competitive and help it advance in terms of communication.

As a future entrepreneur, you must be well-equipped in this kind of advancement and progression of your environment particularly in technology so as to secure the success of your future business. Always think of something new, something novel, authentic, reinvent the existing ones, and create your new version of goods/products, and services. For instance, your own hair straightening is herbal, while in the other salons it is made of synthetic chemicals. This kind of change being made will affect the existing principles in business and industries which will lead to meeting the needs and wants of people in the community.



### **WHAT TO PROCESS**

In generating business ideas, you should first identify what type of business is suited to you. You should analyze and scan the potential environment, study the marketing practices and strategies of your competitors, analyze the **Strengths, Weaknesses, Opportunities, and Threats** in your environment to ensure that the products/goods and services you are planning to offer will be patronized and are within the easy reach by your target markets/consumers.

### **Bear in mind these simple rules for successful SWOT analysis.**

- Be realistic about the strengths and weaknesses of your business when conducting **SWOT** analysis.
- SWOT analysis should distinguish between where your business is today, and where it could be in the future.
- SWOT should always be specific. Avoid any grey areas.
- Always apply SWOT in relation to your competition, i.e. better than or worse than your competition.
- Keep your SWOT short and simple. Avoid complexity and over analysis
- SWOT is subjective.



### **WHAT TO REFLECT ON AND UNDERSTAND**

People keep on searching for new things, new trends, and new issues. For these reasons, an entrepreneur must hurriedly respond to these needs and wants of people.

### Activity 1. Mini survey

**Directions:** Conduct a mini survey in your immediate community. Gather pertinent data on population across the Number of years in Metal Works, Services offered, Nature of Work and Status of Production as suggested in the matrix below. Opposite each age group of Welder, indicate their probable outputs/products in metal works.

Number of Years In Metal Works	Services Offered	Nature of Work	Status of Production
<b>Example: Less than 5 years</b>	Spot Welding Sheet Metal Works	Repair and project construction of: Rake, Hoe, Shovel Pail, Dust Pan, Etc.	Production of at least 5-10 units of the project per month
<b>5-10 years</b>			
<b>10-15 years</b>			
<b>15-20 years</b>			
<b>20-25 years</b>			
<b>25 years and above</b>			

### Activity 2 Screening business ideas

**Directions:** After filling out the chart above, try to list down all the probable business opportunities which you may wish to venture in. Remember to consider the ideas and suggestions discussed in Lesson 3. Use the suggested matrix below to indicate your choice. Write your answers in your notebook.

Example: Selling wooden toys

Positive Factors		Negative Factors	
Strengths	Opportunities	Weaknesses	Threats



### WHAT TO TRANSFER

Now that, you have all the needed information, are you ready to test your ability to generate your own business idea? If your answer is yes, start studying the sample vicinity map of a community with a population of two



thousand people. A new housing project will be constructed adjacent to Daang Hari St, close to Old Molino St., its main road. This housing project targets the homeowners who are young couples with two kids.



In this activity, you need to answer the questions that may lead to the generation of a probable business. Your answers to these questions will serve as the bases in formulating your own business ideas.

1. Who do you think are your target consumers/markets?
2. Where is the most ideal location to situate your business?
3. Which products or services would appeal to your target consumers/markets?
4. Can you say that you have seized the most feasible business opportunity?