

OPPORTUNITY SEEKING TO START UP BUSINESS COMMUNITY SMALL AND MEDIUM ENTERPRISES (SMEs) Next Innovate Way

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ABSTRACT

This study of business opportunities is showing an ability to understand or notice something easily or quickly is an ability of individual that can help to improve and develop the knowledge and skills of the student. The researcher reason in the development and utilization of instructional materials in business opportunities for entrepreneurship subject is to cultivate the availability, creativity and skills of the students to motivate them in pursuing the course and be part of their future career. This study of instructional module for the easy understanding of the training that the academe gave as guide and execution of the project or program that was aligning in the needs of the community. It has been identified that using instructional module to facilitate learning or instructions is not always the issue but how to use it and its availability.

The instructional materials that the researchers propose will be urgency response in the new normal of learning. This workbook will guide the potential entrepreneurs', students in business courses, and presently in operating a business.

The increased quantity and quality of instructional module are producing a split from the traditional audio-visual aids approach to the more comprehensive and efficient learning resource concepts. The trainer problem today, is not the lack of materials but how to make the best instructional module use of those available. There are two characteristics of inherent instructional learning, first was the active learning, which involve in learning activities and the second was the continuous nature which cradle to the grave, before school, after school, outside of school and all through life.

Keywords: Business Opportunities, Entrepreneurship, Instructional Materials, Workbook, SME's

INTRODUCTION

Training in this modern era is increasingly become more complex and technical to be effectively actualized with traditional tools alone. The development in modern technology has made available a wide range of instructional module and materials to supplement the training efforts in teaching-learning process. More importantly, the materials of the modern training process call for extensively and frequently combined use of traditional with convectional materials in teaching-learning process. (Muraina, 2015).

Instructional materials refer to the human and non-human materials and facilities that can be used to ease, encourage, improve and promote teaching and learning activities. These are materials used to facilitate effective instruction. It has a broad range of resource which can be used to facilitate effective instruction, indicate a systematic way of designing, carrying out and employing the total process of learning and communication and employing human and non-human resources to bring out a more meaningful and effective instruction. (Edson, 2016)

The researcher reason in the development and utilization of instructional module as guidelines in business opportunities for start-up a business and existing SME's in the community. This is to cultivate the availability, creativity and skills of the entrepreneurs to motivate them in pursuing the business and be coordinated for the success of their business.

For the mindset of the students in business world the collection of thoughts and beliefs can shapes thought habits. The thought habits affect how you think, what you feel, and what you do. Your mindset impacts how you make sense of the world, and how you make sense of you. This includes how people think about their intelligence, capabilities, and talents.

According to Canning (2006), the most important aspect of good teaching lies in discovering and applying the best ways of learning. We shall at this stage consider the concept of learning, how the students learn and hindrances to effective learning. There is one kind of learning; it is therefore not easy to define it. Many scholars and educationists have made several attempts to define learning. Generally, learning can be defined as a relatively permanent change in behavior that comes from reinforced practice. It is must be mentioned at this point that reinforcement plays a vital role in learning process. Reinforcement may be defined as instructional materials.

A person who believed that their intelligence was something that they could develop or increase also held many other positive attitudes. Believing that their ability could be increased, they valued learning as a goal, even when it involved hard work or initial errors. This philosophy will activate their will to keep learning, rather than to give up when faced with failures or challenges. (Dweck, et. al)

Besides their enthusiasm, the students' flexibility to tasks can also be affected since the willingness of the students to learn is interconnected to their perspective about failures and challenges. The students with growth mindset that were placed outside their comfort zones tend to think of the unfamiliar tasks as challenges, while students with fixed mindset ran away from the tasks because they feel that their intelligence is limited in that field, and they fear the chance of failure present in the task. This means that a person who believes that their intelligence can be improved, more capabilities and talents will arise from themselves (Devers, 2014).

The management subject teaches the student to be effective and efficient in terms of handling people and systematic approaches of the company. The marketing focus on developing the student in the strategic plan for the business. It serves as the foundation of knowledge of every student. This subject is considered as one of the difficult subjects in the strand Accountancy and Business Management in Senior High School. Even before the start of classes, the researchers have heard other students to state how challenging cans the subject are.

Recently, the teacher in Accounting and Business Management has observed that most of the students are difficulties to understand the lessons. Thus, the researchers came up with the study about how does mindset affect the interests and academic performances of the students in that subject to show how important it is to develop the kind of mindset a student possess.

GENERAL OBJECTIVES

To create and utilize Instructional Module for community extension service and create a comprehensive business implementation guideline to start up a business.

SPECIFIC OBJECTIVES

1. To develop systematic approach for the new technological learning and knowledge about the business opportunities.
2. To determine the instructional needs of business owners in entrepreneurial skills and knowledge.
3. To help and guide the business owners in their intelligence capability.
4. To create a standard and quality improvement of their skills in appropriateness of the module.
5. To motivate them in pursuing their existing business.

Methodology

The survey and descriptive-comparative methods of research were used to this study. The primary data will be gathered through collection of related reading that mainly part of the issues or cases of the topic.

On the other hand, the secondary data will be survey/assessment design will be use to gather data such as the students' beliefs about their level of intelligence, their perspective about the challenging lessons, and how they look at their scores in written exams and worksheets in Business and Management subject.

Descriptive investigate include those studies that support to the present facts concerning the nature and status of anything-a group of persons, a number of objects, a set of conditions, a class of events, a system of thoughts or any other kind of phenomena which one way wish to study (Orcullo, 2000).

Sample size will be drawn using the non-random purposive sampling method to come up with the 330 BS Entrepreneurship students of the Laguna State Polytechnic University Sta. Cruz Campus, College of Business Management and Accountancy.

The respondents will be given a survey questionnaire that they will answer the question that will focus on the knowledge and learning in Business and Management subject. Also the statistical analysis will be conduct for the final evaluation for the study.

Socio-economic of the Study

1. Give a better understanding of the entrepreneurial subject.
2. Provide assessments that illustrate a complete vision of the academe.
3. Motivate the student to pursue the course as future career.
4. Learning new discoveries outside their comfort zone.

RESULT AND DISCUSSION

The pre-assessment has been done before the book of Start up a Business was launch in the market. The respondent read the draft for the evaluation and feedback; they also answer the self-assessment per topic for the effectiveness of the workbook. This survey was an informal, the reader gave their opinion and feedback via direct conversation. Also, it was randomly selected.

The below result is the final survey that the student answer a survey questionnaire and it has two part which the first part is about the self-evaluation for the book cover of the workbook and the second part is regarding on the book content.

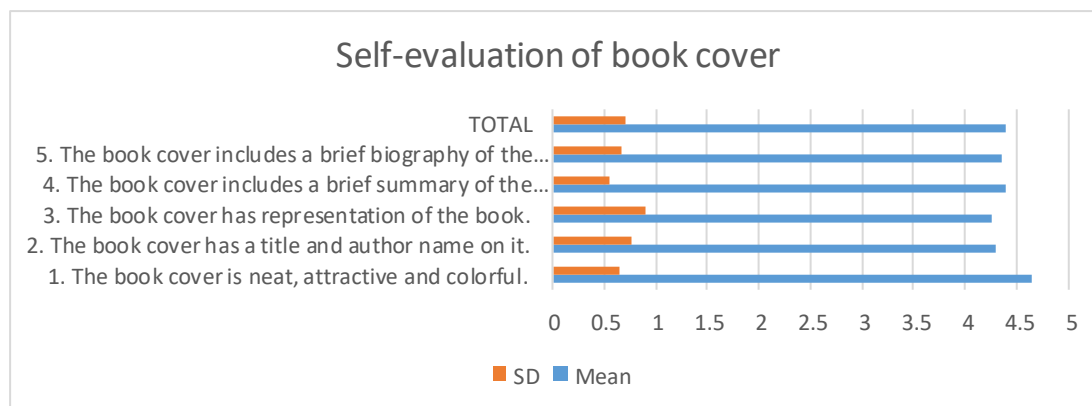
This post evaluation was survey after the student bought the workbook and use it as reference book in their subject.

TABLE 1. The Self-Evaluation for book cover.

Part I. Self-Evaluation for Book Cover Rubrics.	Mean	SD	REMARKS	
1. The book cover is neat, attractive and colorful.	4.65	0.64	STRONGLY AGREE	VERY SATISFACTORY
2. The book cover has a title and author name on it.	4.3	0.76	STRONGLY AGREE	VERY SATISFACTORY
3. The book cover has representation of the book.	4.25	0.89	STRONGLY AGREE	VERY SATISFACTORY
4. The book cover includes a brief summary of the book.	4.39	0.56	STRONGLY AGREE	VERY SATISFACTORY
5. The book cover includes a brief biography of the author.	4.36	0.67	STRONGLY AGREE	VERY SATISFACTORY
TOTAL	4.39	0.71	STRONGLY AGREE	VERY SATISFACTORY

The table above show the acceptability of the workbook for the book cover which has a big impact in the marketability of the book. The 4.65 total means out of three hundred thirty respondents said that the book cover is neat, attractive and colorful, they give feedback for the physical appearance of the book which the remarks was strongly agree with total standard deviation of 0.64 which the remarks was very satisfactory. The lowest mean was 4.25 for the clear representation of the book content.

The table show also the total means of brief summary of the book with a total means of 4.39 which the students saw and read the highlights of the workbook. They are all strongly agree and the very satisfactory.



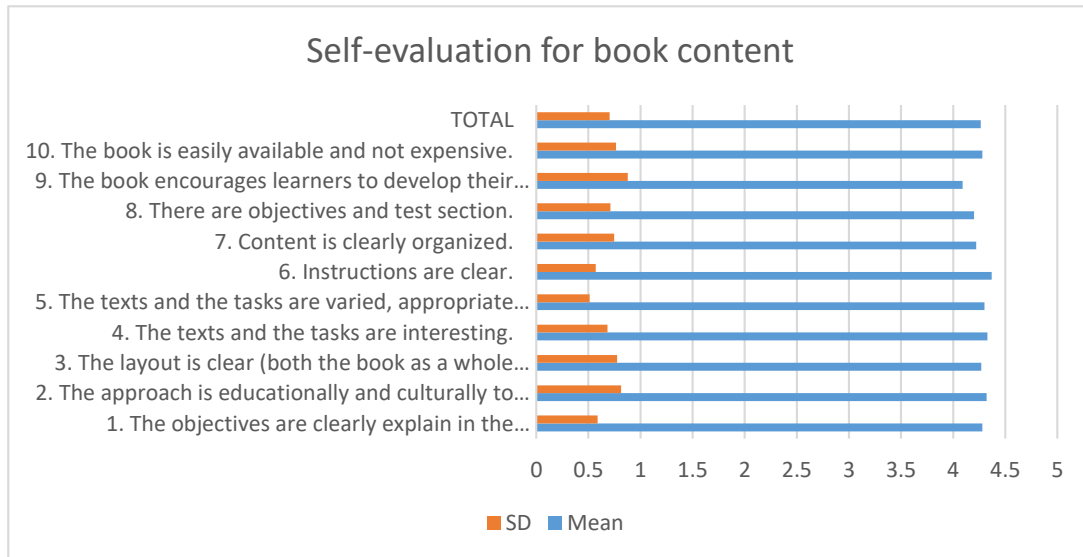
The chart shown the reveal the total values of the survey. The two color represent the information of the total result of the survey. The red is for the standard deviation which the result was closely in the total result of overall means. The chart illustrates the average of the assessment for the satisfaction of the student in using the workbook.

TABLE 2. Self-evaluation for book content.

Part II. Self-Evaluation for Book Content Rubrics.	Mean	SD	REMARKS	
1. The objectives are clearly explain in the introduction and implemented in the materials.	4.28	0.59	STRONGLY AGREE	VERY SATISFACTORY
2. The approach is educationally and culturally to the target readers.	4.32	0.82	STRONGLY AGREE	VERY SATISFACTORY
3. The layout is clear (both the book as a whole and single pages) and the print is easy to read.	4.27	0.78	STRONGLY AGREE	VERY SATISFACTORY
4. The texts and the tasks are interesting.	4.33	0.68	STRONGLY AGREE	VERY SATISFACTORY
5. The texts and the tasks are varied, appropriate for different learner level, learning styles, interests, etc.	4.3	0.51	STRONGLY AGREE	VERY SATISFACTORY
6. Instructions are clear.	4.37	0.57	STRONGLY AGREE	VERY SATISFACTORY
7. Content is clearly organized.	4.22	0.75	STRONGLY AGREE	VERY SATISFACTORY
8. There are objectives and test section.	4.2	0.71	STRONGLY AGREE	VERY SATISFACTORY
9. The book encourages learners to develop their own learning strategies and to become independent in their learning.	4.09	0.88	STRONGLY AGREE	VERY SATISFACTORY
10. The book is easily available and not expensive.	4.28	0.77	STRONGLY AGREE	VERY SATISFACTORY
TOTAL	4.27	0.70	STRONGLY AGREE	VERY SATISFACTORY

The table shown the acceptability and marketability of the workbook in terms of the book content. The second part of the survey is the main part of the survey, this is the reflection of the satisfaction of the readers. The highest total means out of three hundred thirty students answer the question was the 4.37 which they agreed that the instruction is clear and understandable. Followed by 4. 33 which the text and the tasks was interesting, next was the 4.32 which the approach is educated the content was focally in the interest of the readers. The lowest was 4.20 for the test section but it was also very satisfactory in overall remarks.

This post assessment and evaluation create a positive feedback which the reader was totally satisfied and agreed to use as one of the reference books for the subject specially in the College of Business Management and Accountancy in Laguna State Polytechnic University Sta. Cruz Campus.



The chart shown the reveal the total values of the survey. The two color represent the information of the total result of the survey. The red is for the standard deviation which the result was closely in the total result of overall means. The chart illustrates the average of the assessment for the satisfaction of the student in using the workbook.

FINDINGS

The findings for the development and utilization of instructional materials for business opportunities for entrepreneurship subject was the following below:

1. The instructional workbook was significance for the subject that the student taken and enrolled.
2. The workbook can be alternative instructional materials for modular and online classes lecture.
3. The self-assessment and other activities per topic can enhance the learning and knowledge of the students.
4. The topic was aligned and connected in the needs of the student specially in the business major course subject.
5. The workbook is appropriate also in startup a business for all entrepreneurs.

CONCLUSION AND RECOMMENDATION

The researcher therefore concludes that:

1. The workbook for business opportunities is a highly recommendable to use specially in creating business plan, market plan and other start up study for business structure.
2. The workbook has a standard quality for the needs of student learning instruments, for the business owners learning guidelines and other business learning instructional guides.
3. The workbook can be a reference book for all business subject which needed a proper guidelines and process.

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