



PERSONAL ENTREPRENEURIAL DEVELOPMENT

This course aims to build success-oriented motivations, attitudes, competencies, behavioral characteristics and other qualities that will give individuals an edge when starting and managing their own business.

OBJECTIVES

At the end of the course, the student should be able to:

- Discuss various theories of entrepreneurship and the role of entrepreneurship in economic development;
- Identify the personal motivations, attitudes, qualities, competencies and characteristics usually associated with successful entrepreneurs; and
- Develop achievement-, planning- and power-oriented entrepreneurial competencies.

ADMISSION REQUIREMENTS

Individuals interested in taking the course must have a high school diploma, and proficiency in mathematics and reading and writing in English.

COURSE STRUCTURE

The course covers the following topics:

1. Theories on entrepreneurship and its role in economic development
2. Roles and responsibilities, risks and rewards of the entrepreneur
3. Entrepreneurship in the Philippine setting



4. Psychological profile of the successful entrepreneur
5. Initial entrepreneurial self-assessment
6. Achievement motivation training
7. Training in achievement-oriented entrepreneurial behavior
 - Risk-taking
 - Opportunity-seeking
 - Demand for quality and efficiency
 - Persistence
 - Commitment to work contract

8. Training in planning-oriented entrepreneurial behavior

- Goal-setting
- Information-seeking
- Systematic planning and monitoring

9. Training in power-oriented entrepreneurial behavior

- Persuasion and networking
- Self-confidence

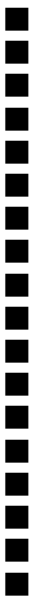
10. Creativity training

11. Post-training entrepreneurial self-assessment

12. Action planning (life goal and personal action plan)

The learning package includes print modules. There are face-to-face study sessions as well as online discussions.





FEES (PHP 3,500)

Fees include the following:

- PhpP100 - Application/ Registration Fee
- PhpP3,000 - Course Fee inclusive of modules, course guide and tutorial services
- PhpP400 - miscellaneous

ENROLLMENT

Participants may log on to www.upou.org for online registration, or visit the Faculty of Management and Development Studies, UPOU HQ, Los Baños, Laguna.

Payments can be done through Philippine National Bank (PNB) and Credit Card.

Depository Office: PNB-UP Los Baños Branch
Account Number: 446-537973-7
Name of Depositor: UPOU Trust Fund



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Faculty of Management
and Development
Studies**

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