

**IMMACULATE CONCEPTION HIGH SCHOOL**

**GRADE and SUBJECT: (11) PRINCIPLES OF BUSINESS**

**Teachers: Jermoy Ewen- Cole**

**PERIOD: SEPTEMBER – DECEMBER 2022**

**Department: Business**

<b>WEEKS</b>	<b>TOPICS</b>	<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT</b>
<b>SECTION 6: MARKETING</b>			
Sept 12 - 16	Marketing  Marketing mix	<ul style="list-style-type: none"> <li>✓ Explain the concept of market and marketing</li> <li>✓ Explain the marketing activities (market research, pricing, packaging, branding, sales promotion, advertising, distribution)</li> <li>✓ Describe the marketing mix (product, price, place, promotion)</li> </ul>	Quiz on Small Business and Cottage industry
Sept 19 - 23	Consumer behaviour	<ul style="list-style-type: none"> <li>✓ Describe the factors that influence consumer behavior (price, price of substitutes, quality, taste, tradition, income, affordability, spending patterns, brand loyalty)</li> </ul>	Group work and presentation on Consumer Behaviour.  Class work: Worksheet on consumer behaviour
Sept 26 - 30	Packaging  Promotion	<ul style="list-style-type: none"> <li>✓ Identify factors affecting packaging of goods</li> <li>✓ Identify factors affecting presentation of goods</li> <li>✓ Describe methods of promoting sales (advertising, public relations, sales promotion, personal selling)</li> </ul>	Practice past paper questions on Marketing.

Oct 3 -7	Selling Terms of sale	<ul style="list-style-type: none"> <li>✓ Identify the techniques of selling (salesmen, merchandising, methods of retailing)</li> <li>✓ Explain the various terms of sale (cash, credit, hire purchase, layaway, consignment, cash and trade discounts)</li> </ul>	Marketing quiz
Oct 10 - 14	Consumer organizations	<ul style="list-style-type: none"> <li>✓ List the functions of consumer organizations (rights and protection of consumers, role of quality control organizations, role of the ombudsman)</li> </ul>	Group Work and Presentation
Oct 17 - 21	Customer service <b>(Mid-Term)</b>	<ul style="list-style-type: none"> <li>✓ Outline the role of customer service (conformity to customer requirements)</li> <li>✓ Describe the forms of customer service (warranty, after sales service)</li> <li>✓ Explain the concept of intellectual property rights</li> </ul>	Past paper practice questions.
Oct 24 -28	Revision	<ul style="list-style-type: none"> <li>✓ Sixth Week Test</li> </ul>	
<b>SECTION 7: LOGISTICS AND SUPPLY CHAIN</b>			
Oct 31 - Nov 4		<ul style="list-style-type: none"> <li>✓ Explain the term Logistics.</li> <li>✓ Explain the term Supply Chain.</li> <li>✓ Describe the components of Logistics</li> </ul>	Worksheet.

		<ul style="list-style-type: none"> <li>✓ Describe the activities involved in the Operation of a Supply Chain.</li> </ul>	
Nov 7 - 11		<ul style="list-style-type: none"> <li>✓ Define what is meant by Chain of Distribution.</li> <li>✓ Describe the links in the Chain of Distribution.</li> <li>✓ Distinguish between Multimodal and Intermodal Transport.</li> </ul>	Worksheet
Nov 14 - 18		<ul style="list-style-type: none"> <li>✓ Match the Modes of Transportation to the suitability of carrying different goods.</li> <li>✓ Interpret the information on Transport Documents.</li> </ul>	Case Studies.
Nov 21 - 25		<ul style="list-style-type: none"> <li>✓ Explain the role of transport in marketing</li> <li>✓ Identify advantages and challenges of supply chain operations;</li> </ul>	Case Studies
<b>SECTION 8: BUSINESS FINANCE</b>			
Nov 28 - Dec 2		<ul style="list-style-type: none"> <li>✓ identify various financial institutions</li> <li>✓ describe the functions and services offered by financial institutions</li> </ul>	
Dec 5 - 9	Revision	<ul style="list-style-type: none"> <li>✓ Sixth Week Test</li> </ul>	
Dec 12 - 16	SBA's	<ul style="list-style-type: none"> <li>✓ describe the role and functions of financial regulatory bodies</li> <li>✓ describe the relationship between financial institutions and regulatory bodies</li> <li>✓ Finalize the first drafts of SBA's</li> </ul>	Discussion and observation

