

IMMACULATE CONCEPTION HIGH SCHOOL

SYLLABUS

PRINCIPLES OF BUSINESS

GRADE 11 – TERM ONE

1. Business documents and its purpose in business transactions
2. Preparation of different business documents
3. Identifying trading, transport and payment documents
4. Explaining the use of documentary credit
5. Distinguish between insurance and assurance
6. Principles of Insurance
7. Types of Insurance policies
8. Explain how insurance facilitates trade

SECTION 5 – PRODUCTION

1. Factors of production
2. Caribbean industries developed from agricultural produce and mining
3. Effects of efficiency in the production of goods and services
4. Productivity and factors affecting the labour supply
5. Migration and its positive and negative effects
6. Importance of entrepreneurial organizational skills
7. Fixed working and venture capital
8. Levels of production
9. Types of production
10. Cottage Industries
11. Linkage Industries
12. Factors affecting Location
13. Functions of small firms
14. Growth of a business
15. Capital versus Labour Intensive Production
16. Mechanization and Automation

SECTION 6 – MARKETING

1. Definition of market and marketing
2. Marketing activities
3. Marketing Mix
4. Market Research
5. Reasons for conducting market research
6. Factors that influence consumer behaviours
7. Market Structures

TERM TWO

8. Pricing and its determinants
9. Packaging
10. Concept of Intellectual property
11. Method of Promoting Sales
12. Selling Techniques
13. Terms of Sale
14. Functions of Consumer organizations
15. Distribution chain
16. Methods of retailing
17. Forms of transport
18. Importance of transport in domestic, regional and foreign trade
19. Methods of transportation
20. Problems with distribution
21. Measures to correct distribution problems

SECTION 7 – BUSINESS FINANCE

1. Functions of Commercial banks
2. Services offered by commercial banks
3. Functions of the central bank
4. Regulatory role of the central bank and its dealings with the commercial banks
5. Budget and its uses
6. Sources of short and long term financing

7. Forms of Savings
8. The role of the stock market

SECTION 8 – ROLE OF GOVERNMENT IN AN ECONOMY

1. Responsibilities of government in an economy
2. Businesses adherence to laws governing taxation, labour and the environment
3. Consumer protection legislation
4. Government regulations relating to business activity
5. Taxation and its purpose
6. Direct versus Indirect taxes
7. Concept of the types of taxation
8. Government assistance to businesses
9. Impact of social services provided by government

SECTION 9 – SOCIAL ACCOUNTING AND GLOBAL TRADE

1. Indicators of a country's standard of living
2. Indicators of a country's quality of life
3. Concept of national income and its variants
4. Approaches to measure
5. Concept of economic growth and development
6. Role of education in economic growth and development
7. Reasons for economic growth
8. Concept of balance of trade and balance of payment
9. Measures taken by a country to address balance of payments problems

SECTION 10 – REGIONAL AND GLOBAL BUSINESS ENVIRONMENT

1. Major economic institutions and systems
2. Major economic problems in the Caribbean
3. Possible solutions to economic problems in the Caribbean