

# IMMACULATE CONCEPTION HIGH SCHOOL

## Principles of Business (GRADE 10)

### Term Plan 1 September-December 2023

WEEKS	TOPICS	LEARNING OUTCOMES	ASSESSMENT
Sept 4-8	Introduction, SBA and Exam Review	<ul style="list-style-type: none"><li>✓ Overview of the Business Cognate SBA</li><li>✓ Outline plans for the term</li><li>✓ Review Grade 10 End of Year Exam</li></ul>	
<b>SECTION 6: MARKETING</b>			
Sept 11-15	Marketing	<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></ul>	Revised Topics -
Sept 18-22	Marketing Mix	<ul style="list-style-type: none"><li>✓ Describe the marketing mix<ul style="list-style-type: none"><li>○ Product</li><li>○ Price and pricing strategies</li><li>○ Place</li><li>○ Promotion (Advertising, sales promotion, personal selling and publicity)</li></ul></li></ul>	
Sept 25 - 29	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>	
Oct 2 -6	Packaging	<ul style="list-style-type: none"><li>✓ Identify factors affecting packaging of goods</li><li>✓ Identify factors affecting presentation of goods</li></ul>	Graded Assignment: Case Study

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Oct 9-12	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>	Graded Group Assignment: Presentations on Consumer Organizations:
<b>MID TERM BREAK OCT 12-16</b>			
Oct 17-20	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>	Sixth Week Test
Oct 30 - 3	Customer service and Intellectual property	<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>	
<b>SECTION 7: LOGISTICS &amp; SUPPLY CHAIN</b>			
Nov 6 - 10	Logistics and Supply Chain Operations	<ul style="list-style-type: none"><li>✓ Define logistics and supply chain operations</li><li>✓ Explain the components of logistics</li><li>✓ Describe the activities involved in supply chain operations</li><li>✓ Explain the distribution chain</li></ul>	Group presentations on methods of transportation

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		<ul style="list-style-type: none"><li>✓ Explain the modes of transportation</li><li>✓ Analyze the method of transportation</li><li>✓ State the documents associated with transportation</li><li>✓ Explain the role of transport in marketing</li><li>✓ Explain the role of transport in domestic, regional, and foreign trade</li></ul>	
Nov 13 - 17	Logistics and Supply Chain Operations	<ul style="list-style-type: none"><li>✓ Discuss the advantages and disadvantages of supply chain</li><li>✓ explain the impact of logistics and supply chain operations on the competitiveness of business</li><li>✓ identify the problems likely to be encountered in distribution</li><li>✓ outline measures to mitigate problems in distribution.</li><li>✓ outline the impact of information technology on logistics and supply chain operations.</li></ul>	Graded Assignment
<b>SECTION 8: BUSINESS FINANCE</b>			
Nov 20 - 24	Business Finance	<ul style="list-style-type: none"><li>✓ Identify various financial institution</li><li>✓ Describe the function and services offered by financial institutions</li><li>✓ Describe the role and functions of regulatory bodies</li><li>✓ Describe the relationship between financial institutions and regulatory bodies</li></ul>	

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Nov 27 – Dec 1	Personal income, Savings, and Investments	<ul style="list-style-type: none"><li>✓ Ways used to manage personal income</li><li>✓ Differentiate forms of saving from forms of investments</li><li>✓ Discuss short-term and long-term financing.</li><li>✓ Outline the main sources of personal capital</li><li>✓ Identify the purpose of basic financial records for sole trader</li></ul>	
Dec 4-8	Revision	✓	6 weekly Tests

\*\*\* The Graded assessments dates are subject to change.