

**IMMACULATE CONCEPTION HIGH SCHOOL**

**DEPARTMENT: BUSINESS**

**GRADE: 13**

**SUBJECT: Management of Business**

**TEACHERS: Ms. A. Morris**

**PERIOD: TERM 1 (2023)**

<b>WEEKS</b>	<b>TOPICS</b>	<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT **</b>
1 Sept 11-15	Nature and Characteristics of Entrepreneurship	<ul style="list-style-type: none"><li>● Differentiate between:<ul style="list-style-type: none"><li>○ entrepreneurship and small business management</li><li>○ Entrepreneurship and Intrapreneurship</li><li>○ Entrepreneurship and social entrepreneurship</li></ul></li><li>● Characteristics of successful entrepreneur and small business owners</li></ul>	<ul style="list-style-type: none"><li>● Case Study</li></ul>
2 Sept 18-22	Measuring the Size and Growth of small business	<ul style="list-style-type: none"><li>● Assess the criteria for measuring the growth of small businesses</li><li>● Determine the internal strengths and weaknesses faced by small businesses</li><li>● Determine the external opportunities and challenges faced by small businesses</li></ul>	<ul style="list-style-type: none"><li>● Research and group presentation</li></ul>
3	Types and Nature of Assistance Available	<ul style="list-style-type: none"><li>● Identify the agencies that provide assistance to small business and determine the nature of</li></ul>	<ul style="list-style-type: none"><li>● Case Study</li></ul>

Sept 25-29	to Small Businesses	assistance	
4 Oct 2-6	Preparation of a business plan	<ul style="list-style-type: none"> <li>● Draft a feasibility study</li> <li>● Outline the elements of a Business Plan</li> <li>● Prepare a simple business plan</li> <li>● Assess the benefits and challenges of preparing a business plan</li> </ul>	<ul style="list-style-type: none"> <li>● Prepare a business plan</li> </ul>
5 Oct 9-11	The concept of Marketing	<ul style="list-style-type: none"> <li>● Define the concept of Marketing</li> <li>● Explain the main concepts related to marketing</li> <li>● Distinguish between the different marketing concepts</li> <li>● Outline the main implications of marketing concepts</li> <li>● Describe the composition of the marketing environment</li> </ul>	<ul style="list-style-type: none"> <li>● Graded Research project and presentation</li> </ul>
6 Oct 17-20	The Concept of marketing	<ul style="list-style-type: none"> <li>● Determine the Forces in the internal environment –</li> </ul>	<ul style="list-style-type: none"> <li>● Create a skit on the application of the Porter's Model</li> </ul>

		<p>(application of the Porter's value chain analysis model.)</p> <ul style="list-style-type: none"> <li>● Determine the Forces in the micro-environment – (application of Porter's Five Forces analysis).</li> <li>● Explain the Forces in the macro-environment – (application of PESTLE framework.)</li> <li>● Assess the factors influencing consumer buying behaviour:</li> </ul>	
7 Oct 23-27	Assessment	<ul style="list-style-type: none"> <li>● Topics to be tested: Module 3 and marketing concepts</li> </ul>	<ul style="list-style-type: none"> <li>● First six weeks test</li> </ul>
8 Oct 30- Nov 3	Market Research & Principles of Segmentation	<ul style="list-style-type: none"> <li>● Role and importance of market research.</li> <li>● Importance of developing a research plan.</li> <li>● Describe the stages of Market Research</li> <li>● Limitations of Market Research.</li> <li>● Explain the Importance of segmentation.</li> <li>● Discuss the Bases of segmentation:</li> <li>● (i) demographic; (ii) geographic; (iii)</li> </ul>	<ul style="list-style-type: none"> <li>● Group presentation and graded Past paper Question</li> </ul>

		behavioural.	
9 Nov 6-10	The principles of Segmenting, Targeting and Positioning (STP) marketing;	<p>Targeting:</p> <ul style="list-style-type: none"> <li>● Discuss the importance of targeting;</li> <li>● Determine targeting options: <ul style="list-style-type: none"> <li>• niche;</li> <li>• multi-segment; and,</li> <li>• mass market.</li> </ul> </li> </ul> <p>Positioning:</p> <ul style="list-style-type: none"> <li>● Discuss the importance of positioning;</li> <li>● Describe points of parity and points of difference with competitors;</li> <li>● interpretation of simple positioning maps.</li> </ul>	Case studies
10 Nov 13-17	Product Management	<ul style="list-style-type: none"> <li>● Explain the concept of product – core, formal or actual, augmented.</li> <li>● Discuss the dimensions of the product mix.</li> <li>● Explain the concepts of product line and product extension.</li> <li>● Assess the new product development process.</li> <li>● Illustrate the Product life cycle.</li> <li>● Evaluate the effectiveness of Branding and packaging.</li> </ul>	<ul style="list-style-type: none"> <li>● Create a Product Prototype for their Business Plan</li> </ul>

		<ul style="list-style-type: none"> <li>● Outline the characteristics of services compared to goods.</li> </ul>	
<p>11 Nov 20-24</p>	<p>Pricing Decisions and Distribution management</p>	<ul style="list-style-type: none"> <li>● Discuss the role and importance of pricing in firms</li> <li>● Discuss the factors influencing a firms pricing decisions</li> <li>● Evaluate the different pricing decisions</li> <li>● Explain the concept of distribution</li> <li>● outline the role of distribution</li> <li>● discuss the factors affecting distribution decisions</li> <li>● Evaluate the types of distribution channel</li> <li>● Discuss the logistic strategies</li> <li>● Evaluate the types of distribution strategies</li> </ul>	<ul style="list-style-type: none"> <li>● Class presentation</li> </ul>
<p>12 Nov 27-Dec 1</p>	<p>Promotion</p>	<ul style="list-style-type: none"> <li>● Outline the objectives of promotion.</li> <li>● Evaluate the different tools of promotion and their relative advantages: (i) advertising; (ii) personal selling; (iii) sales promotion; (iv) publicity.</li> </ul>	<ul style="list-style-type: none"> <li>● Past paper questions</li> </ul>

<p>13 Dec 4-8</p>	<p>Assessment</p>	<p>Topics to be tested: Market research, Segmentation, product management, pricing decision and distribution management</p>	<p>Second six weeks test</p>
<p>14 Dec 11-15</p>	<p>Digital Marketing</p>	<ul style="list-style-type: none"> <li>● Explain the concept of internet Marketing</li> <li>● Discuss the development of Internet marketing.</li> <li>● Assess the opportunities created by Internet marketing and the challenges posed by Internet marketing.</li> <li>● Discuss the importance of e-commerce to business organizations.</li> </ul>	