

Department: Business

Grade level: 10

Title of Course: Principles of Business

Duration: September 2024 - June 2025

Description of the Course:

Principles of Business focuses on the theoretical and practical aspects of business activities. It provides a framework to assist in more informed decision-making by individuals in their role of producers or consumers.

An understanding of business principles in this course of study prepares students to become productive members of society. The syllabus provides opportunity for students to develop entrepreneurial and managerial skills necessary to survive and prosper in a local, regional and global dynamic business environment. The **CSEC® Principles of Business** syllabus engages students in conducting research which helps to improve their communication and critical thinking skills and creates an awareness of business ethics and social and economic responsibilities.

The syllabus will not only provide a good foundation for further study of Business at pre-professional and professional levels, but will assist students in the development of the requisite skills, competencies, attitudes and values that are critical for success in today's business environment.

Additionally, it will inculcate tenets of the Ideal Caribbean Person as articulated by the CARICOM Heads of Government. That is, "someone who demonstrates a positive work ethic" and "values and displays the creative imagination in its various manifestations and nurtures its development in the economic and entrepreneurial spheres." Besides, in keeping with the UNESCO Pillars of Learning, on completion of this course of study students will learn to know, learn to do, learn to be, and learn to live together having been exposed to the values implicit within human rights, and democratic principles, among others.

Course Prerequisites:

- Strong verbal and written communication skills.
- Introduction to Business

Course Objectives: The aims of this course are to:

1. promote understanding of theories, concepts and practices that are applicable to the culturally-diversified economic environment of the Caribbean;
2. provide knowledge of business and of its role in a rapidly-changing Caribbean and global economic environment;
3. provide the opportunity for informed decision making through the development of skills in critical thinking, problem-solving, research and communication;
4. nurture students' creative and entrepreneurial abilities to enable them to participate fully in the local, regional and global economy; CXC 08/G/SYLL 17 2
5. sensitize students to the need for responsible social and ethical behaviour in their pursuit of business goals

6. enable students to access and apply appropriate technology in pursuing opportunities and solving problems in business.

Student Learning Outcomes:

Students will be able to:

1. develop knowledge and skills to function effectively within the local, regional and global business environment;
2. develop understanding of theories, concepts and practices related to business;
3. develop the confidence to respond, positively, to the opportunities and challenges that present themselves in the world of business;
4. appreciate the importance of risk, research, planning and the use of modern technology in the development and conduct of business;
5. be aware that producers and consumers of goods and services have the responsibility to conduct business in a moral and ethical manner; and,
6. develop awareness of career opportunities in business-related fields.

Topical Outline of the Course Content:

Section 1: The Nature of Business

Duration: September 2024 – October 2024

1. The development of money
2. Instrument of exchange/payments
3. Private sector vs public sector
4. Forms of business organizations
5. Types of economic systems
6. Functional areas of business
7. Stakeholders in business
8. Ethical and Legal Issues in business
9. Careers in the field of business

Section 2: Internal Organizational Environment

Duration: November 2024 – January 2025

1. Functions of management
2. Responsibilities of management
3. Organizational structures
4. Leadership
5. Conflict
6. Motivation
7. Teamwork
8. Communication

SECTION 3: Establishing a Business

Duration: February 2025 - March

1. Entrepreneurship
2. Characteristics of an entrepreneur

3. Role of the entrepreneur
4. Reasons for establishing a business
5. Steps for establishing a business
6. Feasibility study
7. Business Plan
8. Regulatory practices for businesses
9. Location of business
10. Collateral

SECTION 4: Legal Aspect of Business

Duration: April 2025 – May 2025

1. Contracts
2. Insurance
3. Business Documents

SECTION 5: Production

Duration: May 2025 – June 2025

1. Factors of production
2. Productivity
3. Role of capital in production
4. Types of production
5. Levels of production
6. Cottage industries
7. Function of small businesses
8. Growth of businesses
9. Linkage industries

Guidelines/Suggestions for Teaching Methods and Student Learning

Activities:

- Lectures: Provide contextual background and detailed analysis of each topic.
- Group Discussions: Facilitate discussions on primary source documents and historical interpretations.
- Graphical representation and analysis of graphs
- Research Projects.
- Video presentations
- Case Studies
- Tutorial sessions
- Field Trips: Visits to local business, and government institutions, where applicable.
- Differentiated Instruction: Tailoring instruction to meet the needs, strengths, and interests of each student.
- Lecture-Demonstration: Combining lectures with demonstrations to enhance understanding through verbal and visual learning
- Peer Teaching: Students teach their peers, which can reinforce their own learning and enhance their understanding.
- Socratic Method: Teaching by asking thought-provoking questions to challenge assumptions and encourage critical thinking.

Guidelines/Suggestions for Methods of Student Evaluation:

- Quizzes and Tests: Regular assessments to check understanding of key concepts.
- Class work: Assignments completed during class that help monitor ongoing student progress and understanding.
- Homework Assignments: Tasks assigned for completion outside of class, reinforcing concepts taught and promoting independent study.
- Research Papers: In-depth analysis of a specific historical event or theme.
- Class Participation: Assessment based on engagement in discussions and activities.
- Presentations: Students present their research findings to the class.
- Final Exam: A comprehensive exam covering all course material.
- Group Projects: Team assignments that assess collaborative and interpersonal skills along with individual contributions.
- Peer Reviews: A process where students evaluate each other's work, providing feedback and gaining insights from peers.
- Reflections: Written insights by students on their learning experiences, often discussing what they learned and areas for improvement.
- Self-Grading: Allowing students to evaluate their own work, fostering self-reflection and critical thinking about their performance.

Suggested Readings, Texts, Objects of Study:

Bahaw, E. and Mollick W. Comprehensive Economics for CSEC. Caribbean Educational Publishers, 2008.

Robinson, K. and Cooke, N. Economics for CSEC with SBA, Study Guide and Exercises. Carlong Publishers 2011.

Robinson, K. and Hamil, S. Principles of Business for CSEC with SBA, Study Guide and Exercises. Carlong Publishers, 2011.

Stephens-James, L. and Bowen, M. et al. Entrepreneurship for Caribbean Students. Ian Randle Publishers, 2014.

Stimpson, P. and Harvey, Y. et al. Principles of Business for CSEC. Nelson-Thornes, 2014.

Bibliography of Supportive Texts and Other Materials:

- Periodicals such as Businessweek, Newsweek, Fortune, Economist, Forbes and the business pages of newspapers such as Jamaica Gleaner, Trinidad Guardian or Express, Barbados Advocate.

Prepared by: Jerome Pitterson (HOD)

Date: August 2024