

**Department: Business**

**Grade level: 11**

**Title of Course: Principles of Business**

**Duration: September 2024 - April 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 6: Marketing**

**Duration: September 2024 – October 2024**

1. The concepts of market and marketing
2. Marketing activities
3. Marketing mix
4. Consumer behavior
5. Packaging
6. Methods of promoting sales
7. Techniques of selling
8. Terms of sales
9. Consumer organizations
10. Customer service
11. Intellectual Property Rights

#### **Section 7: Logistics and Supply Chain**

**Duration: November 2024**

1. The concepts of logistics and supply chain
2. Distribution chain
3. Transportation
4. Evaluation of supply chains operations
5. Logistics and business competitiveness
6. Challenges in distribution
7. Forms of technology

#### **SECTION 8: Business Finance**

**Duration: December 2024 - January 2025**

1. Financial institutions

2. Financial Regulatory Bodies
3. Management of personal income
4. Forms of savings
5. Forms of investments
6. Types of financing
7. Source of capital
8. Basic Financial records for sole traders

### **SECTION 9: Role of Government in an Economy**

**Duration: February 2025 – March 2025**

1. Responsibilities of government
2. Policy or legislation to influence businesses
3. Taxation
4. Forms of government assistance
5. Social services provided by government

### **SECTION 10: Technology and the Global Business Environment**

**Duration: March 2025 – April 2025**

1. Business technology
2. ICT in business
3. E-commerce vs E-business
4. Indicators of standard of living
5. Indicators of quality of life
6. National income accounting
7. International trade
8. Major economic institutions
9. Major economic problem in the Caribbean
10. Foreign Direct Investments (FDI)

### **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**