

**NAPARIMA COLLEGE
DEPARTMENT OF BUSINESS
SCHEME OF WORK**

SUBJECT: **CSEC PRINICIPLES OF BUSINESS**

LEVEL: **FORM 4**

YEAR: **2018 – TERM 111**

WEEK	TOPIC	OBJECTIVES	TEACHING STRATEGY	EVALUATION	REFERENCES	REMARKS
1	<u>MARKETING</u>	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Explain the concept of market and marketing activities. ➤ Identify the marketing activities ➤ Describe the “marketing mix”. 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Past paper questions ➤ Students will be asked to create a marketing mix for a new or existing product 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks 	
2	<u>MARKETING</u>	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Explain the concept of market research. ➤ Identify the types of market research ➤ Explain the steps of market research ➤ Discuss the importance of market research. 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Identify a business you would like to set up and discuss how you would conduct market research 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks 	

3	<u>MARKETING</u>	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Identify forms of packaging and presentation of goods and branding ➤ Describe the methods of promoting sales: <ul style="list-style-type: none"> I. Advertising II. Public Relations III. Sales Promotion IV. Personal Selling 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Diagrams ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Students will be asked to create an advertisement using social media ➤ Identify a product you would like to produce and describe the methods of promoting sales 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks ➤ Newspaper articles 	
4	MARKETING & INTRODUCTION TO SBA	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Explain the role of intellectual property rights such as <ul style="list-style-type: none"> I. Trademark II. Copyright III. Patent IV. Industrial design ➤ Identify the techniques of selling ➤ Introduction to SBA <p><i>COURSEWORK EXAM – 20%</i></p>	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Past paper question ➤ Discuss the importance of a copyright. 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks ➤ Newspaper articles 	
5,6	MARKETING	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Explain the various terms of sales: <ul style="list-style-type: none"> I. Cash II. Credit III. Hire purchase IV. Cash and trade discounts V. Layaway VI. Consignment 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Discuss the functions of consumer organizations ➤ Past paper question 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks 	

		<ul style="list-style-type: none"> ➤ List the functions of consumer organizations such as: <ul style="list-style-type: none"> I. Ministry of Consumer Affairs II. Bureau of Standards III. Ombudsman ➤ SBA discussion 				
7	MARKETING	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Outline the role of customer service ➤ Describe the forms of customer service ➤ Describe the factors that influence consumer behaviour 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Past paper question ➤ Students will be engaged in role play where they will display good customer service 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks 	
8	MARKETING	<p>Students should be able to:</p> <ul style="list-style-type: none"> ➤ Describing the marketing activity of pricing. ➤ Describe the marketing activity of distribution. 	<ul style="list-style-type: none"> ➤ Discussions ➤ Questioning ➤ Notes ➤ Student / Teacher interaction ➤ Application to real-life 	<ul style="list-style-type: none"> ➤ Past paper questions ➤ Students will be given the opportunity to identify a product they want to sell and discuss their pricing policy as well as the method of distribution. 	<ul style="list-style-type: none"> ➤ Principles of Business textbooks 	
9, 10, 11	EXAMS	<ul style="list-style-type: none"> ➤ END OF TERM EXAMS 				

END OF TERM

TEACHER: Mrs. Jaggernath & Mrs. Cassie Saney