

# ST. VINCENT GIRLS' HIGH SCHOOL



## BUSINESS STUDIES DEPARTMENT

### Term Plan (Term 1)

2025 - 2026

### Principles of Business (Fifth Form)

| Week   | Topic  |
|--------|--|
| Week 1 | <ul style="list-style-type: none"><li>➤ Production</li><li>➤ Factors of production</li></ul>   |
| Week 2 | <ul style="list-style-type: none"><li>➤ Factors of production</li></ul>  |
| Week 3 | <ul style="list-style-type: none"><li>➤ Types of production</li><li>➤ Levels of production</li></ul>   |
| Week 4 | <ul style="list-style-type: none"><li>➤ Cottage industries</li><li>➤ Functions of small businesses</li><li>➤ Advantages and disadvantages of small businesses</li></ul>  |
| Week 5 | <ul style="list-style-type: none"><li>➤ Internal and external growth</li><li>➤ Linkage industries</li></ul>  |
| Week 6 | <ul style="list-style-type: none"><li>➤ Marketing</li><li>➤ Difference between Market and Marketing</li><li>➤ Social Media in marketing</li><li>➤ Marketing Mix (Four P's of Marketing)</li><li>➤ Marketing activities</li></ul>   |
| Week 7 | <ul style="list-style-type: none"><li>• Market Research</li><li>• Definition</li><li>• Reasons for</li><li>• Types</li><li>• Factors influencing consumer behavior</li><li>• Packaging and Presentation of goods</li><li>• Types of packaging</li><li>• Functions of packaging</li><li>• Methods of Promoting Sales</li><li>• Advertising</li><li>• Definition</li><li>• Functions</li><li>• Types</li><li>•</li></ul> |

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| Week 8  | <ul style="list-style-type: none"> <li>• Sales Promotion<br/>Definition<br/>Types</li> <li>• Public Relations<br/>Definition<br/>Types</li> </ul>   |
| Week 9  | Personal Selling<br>Techniques of Selling<br>Terms of Sales<br>Cash sales<br>Credit sales<br>Hire purchase<br>Layaway<br>Consignment  |
| Week 10 | Consumerism <ul style="list-style-type: none"> <li>• Functions of Consumer Organizations</li> <li>• Rights of the consumer</li> <li>• Government and Consumer Protection</li> </ul> Forms of Customer service   |
| Week 11 | Logistics and Supply Chain <ul style="list-style-type: none"> <li>· Definition of logistics ·</li> <li>Definition of supply chain operations ·</li> <li>Components of logistics ·</li> <li>Activities involved in supply chain operations ·</li> <li>Advantages and challenges of supply chain operations ·</li> <li>Impact of technology on logistics and supply chain operations</li> </ul> |
| Week 12 | Distribution Chain · <ul style="list-style-type: none"> <li>Links in the distribution chain ·</li> <li>Modes of transport in distribution ·</li> <li>Transportation documents ·</li> <li>Role of transport in marketing</li> </ul>  |
| Week 13 | Problems encountered in distribution<br>Measures to mitigate problems   |