



**HILLVIEW COLLEGE  
DEPARTMENT OF BUSINESS  
SCHEME OF WORK**

**TEACHER:** Ms. Ramnarine – Manickchand

**SUBJECT:** CSEC Principles of Business

**FORM:** Four

**TERM:** THREE (3)

TOPIC	OBJECTIVES	REFERENCES
<u>Section 6</u> <b>Marketing</b>	<p><b>Students should know:</b></p> <ol style="list-style-type: none"> <li>1. Explain the concepts of market and marketing;</li> <li>2. Explain marketing activities</li> <li>3. Describe the “marketing mix</li> <li>4. Describe the factors that influence consumer behaviour</li> <li>5. Identify factors affecting packaging and presentation of goods</li> <li>6. Describe methods of promoting sales</li> <li>7. Identify the techniques of selling;</li> <li>8. Explain the various terms of sales;</li> <li>9. List the functions of consumer organisations;</li> <li>10. Describe forms of customer service; and,</li> <li>11. Explain the concept of intellectual property rights.</li> </ol>	<p>Whitcomb A. and Banfield A. Essential Principles of Business for CSEC Fourth Edition Hodder Education 2018</p> <p>Chapter 12, pg. 151</p> <p><u>Additional resources</u> Refer to Syllabus</p>

TOPIC	OBJECTIVES	REFERENCES
<u>Section 7</u> <b>Logistics and Supply Chain</b>	<p><b>Students should know:</b></p> <ol style="list-style-type: none"> <li>1. Explain the term logistics and supply chain operations;</li> <li>2. Describe the links in the chain of distribution;</li> <li>3. Distinguish between multimodal and intermodal transport;</li> <li>4. Interpret information on transport documents;</li> <li>5. Explain the role of transport in marketing;</li> <li>6. Identify advantages and challenges of supply chain operations;</li> <li>7. Explain the impact of logistics and supply chain operations on the competitiveness of business;</li> <li>8. Identify the problems likely to be encountered in distribution;</li> <li>9. Outline measures to mitigate problems in distribution; and,</li> <li>10. Outline the impact of information technology on logistics and supply chain operations.</li> </ol>	<p>Whitcomb A. and Banfield A. Essential Principles of Business for CSEC Fourth Edition Hodder Education 2018</p> <p>Chapter 13, pg. 177</p> <p><u>Additional resources</u> Refer to Syllabus</p>

TOPIC	OBJECTIVES	REFERENCES
<u>Section 8</u> <b>Business Finance</b>	<p><b>Students should know:</b></p> <ol style="list-style-type: none"> <li>1. Identify various financial institutions;</li> <li>2. Describe the functions and services offered by financial institutions;</li> <li>3. Describe the role and functions of financial regulatory bodies;"</li> <li>4. Describe the relationship between financial institutions and regulatory bodies;</li> <li>5. Outline ways used by individuals to manage personal income;</li> <li>6. Differentiate between savings and investments;</li> <li>7. Explain the concepts of short-term and long-term financing;</li> <li>8. Identify personal sources of capital for setting up of a business; and</li> <li>9. Identify the purposes of basic financial records for sole traders.</li> </ol>	<p>Whitcomb A. and Banfield A. Essential Principles of Business for CSEC Fourth Edition Hodder Education 2018</p> <p>Chapter 14, pg. 206</p> <p><u>Additional resources</u> Refer to Syllabus</p>