

St. Maarten Academy

Department of Business

Year Plan

Principles of
Accounts

Principles of
Business

Economics

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fourth Form

Principles of Business

Term 1

- Sector: Limited Liability Companies
- Private sector
- Public sector

Business Plan

Production

Economies of Scale

Linkage industries

Week#	Unit	Objectives	Assessments
1	Private sector (Joint stock company) (Review)	<p>Students should be able to:</p> <p>a. Identify the various types of limited liability companies</p> <p>b. Define the various terms associated with these types of companies</p> <p>c. Describe the characteristics of each company</p> <p>d. Identify the types of documents needed to start each type of company</p> <p>e. Name and describe the types of shares</p>	None
2	Public sector (Review)	<p>Students should be able to:</p> <p>a. Define the term public sector</p> <p>b. State the responsibilities of the sector</p> <p>c. Identify the various types of state-owned corporations or industry</p> <p>d. State the responsibilities or function of each agency or corporation</p> <p>e. State the difference between nationalization and privatization</p> <p>f. State the advantages and disadvantages to state-owned businesses</p> <p>g. Identify how state-owned businesses are financed</p>	None
3, 4	Business plan	Students should be able to:	Assignment

		<p>a. Define a business plan</p> <p>b. State the purpose of a business plan</p> <p>c. Differentiate between a mission statement and a vision statement</p> <p>d. Identify the various types of goals</p> <p>e. Differentiate between goals and objectives</p> <p>f. Describe the features of a business plan</p>	Test
4, 5, 6	Production	<p>Students should be able to:</p> <p>a. Identify the functional areas of a business</p> <p>b. Define the term production</p> <p>c. Describe the factors of production</p> <p>d. Describe the types of production</p> <p>e. Describe the levels of production</p> <p>f. State the rewards for the factors of production</p> <p>g. Differentiate between production and productivity</p> <p>h. Describe the cost associated with production</p> <p style="padding-left: 40px;">Fixed cost, Variable cost, Marginal cost, Average cost</p> <p style="padding-left: 40px;">Total cost, Long run cost, Short run cost</p>	<p>Assignment</p> <p>Homework</p> <p style="color: red;">Test</p>
7, 8	Economies of scale	<p>Students should be able to:</p>	Assignment

		<p>a. Define the term:</p> <ul style="list-style-type: none"> -Economies of scale -Diseconomies of scale <p>b. Explain the Law of Increasing Returns</p> <p>c. Explain the Law of Decreasing returns</p> <p>d. Explain and find the “Optimal point”</p>	
9,10	Linkage industries	<p>Students should be able to:</p> <p>a. Define the term “Linkage industry”</p> <p>b. Identify the various types of linkage industries</p> <p>c. State the benefits of linkage industries</p> <p>d. State the disadvantages of linkage industries</p>	Assignment
11	Small business & cottage industries	<p>Students should be able to:</p> <p>a. Define the terms:</p> <ul style="list-style-type: none"> -Small business -Cottage industries <p>b. State the role of an entrepreneur</p> <p>c. State the functions of a small business</p> <p>d. Explain the effects of business growth on the business</p> <p>e. State the benefits of a cottage industry</p> <p>f. State the disadvantages of a cottage industry</p>	<p>Homework</p> <p>Test</p>

Term 2

Small business & Cottage industries

International organisation of a business

Management information System (MIS)

Marketing:

Market

Market structure

Marketing

Pricing

Advertising and selling

Week#	Unit	Objectives	Assessments
12	International organization of a business	<p>Students should be able to:</p> <p>a. Define the terms:</p> <ul style="list-style-type: none"> -Organisational structure -Organisational chart <p>b. State the purpose of organizational structure</p> <p>c. Interpret an organizational chart</p> <p>d. Name and describe the various types of organizational charts</p> <p>e. Explain the limitations of an organizational chart</p>	<p>Assignment</p> <p>Test</p>
13	Management information system (MIS)	<p>Students should be able to:</p> <p>a. Define the term MIS</p> <p>b. State the functions of MIS</p> <p>c. Name and describe the types of MIS</p> <p>d. Explain the benefits of MIS</p> <p>e. Explain the problems associated with MIS</p>	<p>Quiz</p>
14,15	Markets & Market structures	<p>Student should be able to:</p> <p>a. Define the terms:</p> <ul style="list-style-type: none"> -Market -Market structure <p>b. Identify the elements of a market</p> <p>c. State and identify target groups</p>	<p>Assignments</p> <p>Homework</p> <p>Test</p>

		<p>d. Differentiate between perfect and imperfect competition</p> <p>e. Name and describe the various types of imperfect competition</p> <p>f. Name and describe the factors which influence a change in demand</p> <p>g. Name and describe the factors which influence a change in supply</p> <p>h. Draw a demand and supply curve</p> <p>i. Demonstrate a shift in the demand and supply curve</p> <p>j. Explain the term equilibrium point</p>	
<p>16</p>	<p>Marketing</p>	<p>Student should be able to:</p> <p>a. Define the term marketing</p> <p>b. Explain various marketing activities</p> <p>c. Define the term marketing mix</p> <p>d. Name and describe the elements of a marketing mix</p> <p>e. Differentiate between the sales concept, marketing concept and the customer concept</p> <p>f. Name and describe the product life cycle</p> <p>g. Define the term Market research</p>	<p>Assignments</p> <p>Homework</p> <p>Test</p>

		<p>h. State the reasons for a market research</p> <p>i. Name and describe types of market research</p> <p>j. Identify the process used in conducting a market research</p> <p>k. Define the term consumer behavior</p> <p>l. Identify the factors affecting consumer behavior</p> <p>m. Identify the factors affecting consumer behavior</p> <p>n. Identify ethical issues associated with the marketing of a product</p>	
17	Pricing	<p>Student should be able to:</p> <p>a. Describe the role pricing plays in marketing</p> <p>b. Differentiate between the cost-based pricing and non-cost pricing</p> <p>c. Identify the components of pricing or price mechanism</p>	
18	Advertising & selling	<p>Student should be able to:</p> <p>a. Define the term advertising</p> <p>b. Identify the types of advertising</p> <p>c. Differentiate between direct and indirect advertising</p> <p>d. State the advantages of advertising</p>	<p>Assessment</p> <p>Homework</p> <p>Test</p>

		<p>e. State the disadvantages of advertising</p> <p>f. Define the term advertising agent</p> <p>g. State the functions of an advertising agent</p> <p>h. Describe sales promotions and loss leaders</p> <p>i. Define the term public relations</p> <p>j. State the various forms of public relations</p> <p>k. Name the various techniques used in selling</p> <p>l. Explain ways of maintaining a good relationship with customers</p> <p>m. Define the term merchandising</p> <p>n. State the steps to merchandising</p> <p>o. Explain price adjustment</p> <p>p. Define the term “terms of sale”</p> <p>q. State advantages to the terms of a sale</p> <p>r. State disadvantages to the terms of a sale</p>	
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Term 3

Packaging and Branding

Consumer protection

Insurance

Review

Week#	Unit	Objectives	Assessments
19	Packaging and Branding	<p>Student should be able to:</p> <ul style="list-style-type: none"> a. Define the term packaging b. State the importance or purpose of packaging <p>Student should be able to:</p> <ul style="list-style-type: none"> c. Define the term branding d. State the purpose of branding e. State ways of protecting a company's brand 	None
20	Consumer protection	<p>Student should be able to:</p> <ul style="list-style-type: none"> a. Define the term consumerism b. State the rationale for consumer protection c. Identify the various types of consumers d. Name and describe ways of protecting consumers e. Explain the functions of consumer organisations f. State the rights of consumers g. State the responsibilities of consumers h. Explain the role government plays in protecting consumers i. Explain the role the private sector plays in protecting consumers 	<p>Assignment</p> <p>Homework</p> <p>Test</p>
21,22	Insurance	<p>Student should be able to:</p> <ul style="list-style-type: none"> a. Define the insurance 	<p>Assignment</p> <p>Homework</p>

		<p>b. State the difference between insurance and assurance</p> <p>c. State the purpose of insurance</p> <p>d. Differentiate between insurable risk and uninsurable risk</p> <p>e. Name and describe the principles of insurance</p> <p>f. Name and describe types of insurance policies</p> <p>g. Discuss the role insurance plays for businesses and individual</p>	Test
22, 23	Distribution	<p>Student should be able to:</p> <p>a. Identify the channels of distribution of a product</p> <p>b. State the factors which influence the channels of distribution</p> <p>c. State the factors which influence the channels of distribution</p> <p>d. Define the term middlemen or intermediaries</p> <p>e. Identify various types of middlemen (intermediaries)</p> <p>f. State the purpose of middlemen (intermediaries)</p>	Test
24	Transportation	<p>Student should be able to:</p> <p>a. Define the term transportation</p> <p>b. Identify the factors which influence the selection of transportation</p>	<p>Assignment</p> <p>Test</p>

		<p>c. State the methods of transportation which can be use</p> <p>d. State the measures which can be used to reduce transportation problems</p>	
25, 26	Industrial relations	<p>Student should be able to:</p> <p>a. Define the terms: -Industrial relations -Industrial unrest</p> <p>b. Identify the factors which can lead to conflict</p> <p>c. Define the term trade union</p> <p>d. State the purpose of a trade union</p> <p>e. State the purpose of a shop leader</p> <p>f. Identify the various types of trade unions</p> <p>g. Describe the various methods used to solve industrial unrest or conflict</p> <p>h. Define the term grievance</p> <p>i. Describe the grievance process</p>	Assignment Homework
27,28	Contracts	<p>Students should be able to:</p> <p>a. Define the term contract</p> <p>b. State the difference between a contract and an agreement</p> <p>c. Name and describe various types of contracts</p> <p>d. State the features of a legal contract</p> <p>e. Describe the various ways to avoid a contract</p>	Assignment Homework Test
29, 30	Review		