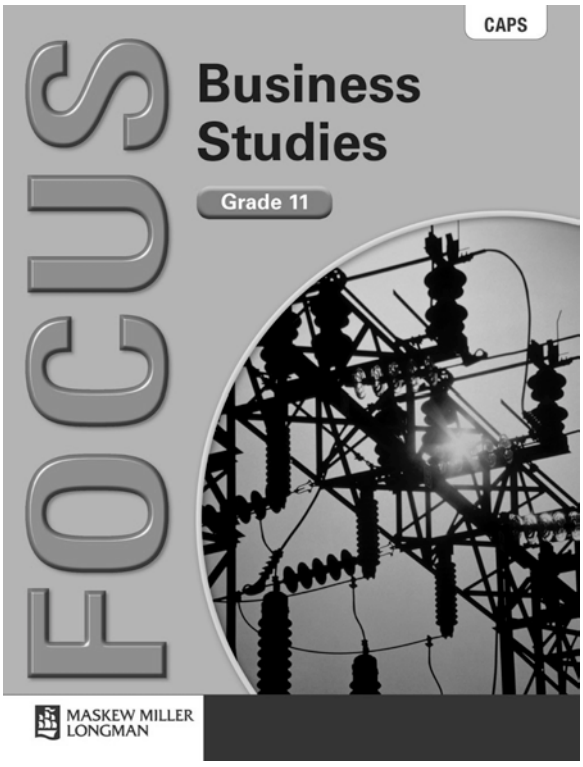
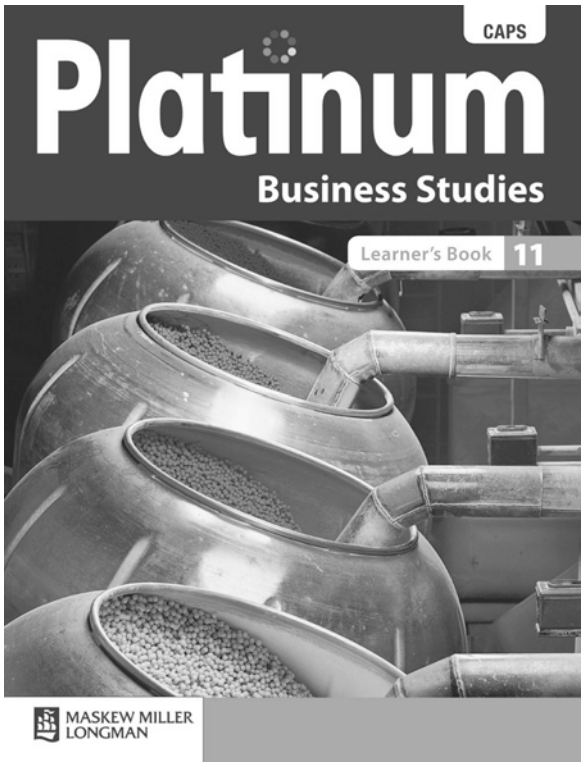
MASKEW MILLER LONGMAN

Teacher Development Workshop

BUSINESS STUDIES GRADE 11





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OVERVIEW OF GRADE 11 TOPICS AND SUBTOPICS IN BUSINESS STUDIES CAPS

TERM 1		TERM 2	
Week 1	Influences on, and control factors relating to, the business environments	**Week 1**	Creative thinking and problem solving. Concepts: stress, crisis and change management
Week 2	Challenges of the business environments	**Week 2**	Transforming a business plan into an action plan
Week 3	Adapting to challenges of business environments	**Week 3**	
Week 4	Impact and challenges of contemporary socioeconomic issues on business operations.	**Week 4**	Start a business venture based on an action plan
Week 5		**Week 5**	
Week 6	Business sectors benefits of a company versus other forms of ownership	**Week 6**	Professionalism and ethics; present business information
Week 7		**Week 7**	Revision and preparation for midyear examination
Week 8	Avenues of acquiring business	**Week 8**	
Week 9	Revision	**Week 9**	Examination
Week 10		**Week 10**	
TERM 3		**TERM 4**	
Week 1	Assessment of entrepreneurial qualities in business	**Week 1**	Team stages and dynamics theories and conflict management
Week 2	The citizenship roles and responsibilities	**Week 2**	
Week 3	Marketing activities, marketing in the formal and informal sectors. Use of technology for marketing. Imports and exports. Foreign marketing. The alignment of foreign marketing and the production function	**Week 3**	Introduction to human resources function
Week 4		**Week 4**	
Week 5		**Week 5**	Revision and preparation for the end of year examination
Week 6		**Week 6**	
Week 7	Production function	**Week 7**	Revision and the end of year examination
Week 8		**Week 8**	
Week 9		**Week 9**	
Week 10		**Week 10**	

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PROGRAMME OF ASSESSMENT FOR GRADE 11

CAPS provides every subject with a detailed Programme of Assessment. The table below indicates the formal assessment task for the year for Grade 11 Business Studies.

	Assessment	**Total Marks**
Term 1	Assignment	50
	Test	100
Term 2	Presentation	50
	Midyear exam	300
Term 3	Project	50
	Test	100
Year mark		**100**
Term 4	Final exam	300
Total Marks		**400** (100+300)

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EXAM REQUIREMENTS FOR GRADE 11

The information below provides a summary of the exam requirements for June and end of year examinations for Grade 11 Business Studies.

Grade 11 Exams	Time	Marks	Business Environments	Business Ventures	Business Roles	Business Operations
Mid Year Exam	3 hours	300	25%	25%	25%	25%
Final	3 hours	300	25%	25%	25%	25%

Structure of Grade 11 Final Examination Paper

Section	Description	Marks and Time guide	
A	Short questions (compulsory)	40	30 min
B	Paragraph style questions (three out of five questions must be answered)	180	90 min
C	Higher cognitive questions (two out of four questions must be answered)	80	60 min
Total		300	3 hours

Discussion:

How many changes have been made to the quality and quantity of the assessment required for Grade 11 Business Studies?

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Activity A: Business Environments

This activity is taken from a Grade 11 Business Studies Topic. This example is given from Platinum Business Studies Grade 11.

Topics to be covered:

- Grade 11 Market Environment
- Challenges of the three Business Environments
- Learning styles

Instructions:

- Participants should complete this activity in pairs.
- Study the diagram taken from Platinum Business Studies Grade 11.
- Answer the questions that follow.



Figure 1.2 Market environment

Taken from Platinum Business Studies (page 9)

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Figure. 2.4 Effects of Government decisions on businesses and the economy

Taken from Platinum Business Studies (page 21)

Questions:

1. Why is it important to use graphics such as this one when teaching about the Market environment?

2. Why is the market environment so important in Business Studies?

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Activity B: The Market Environment

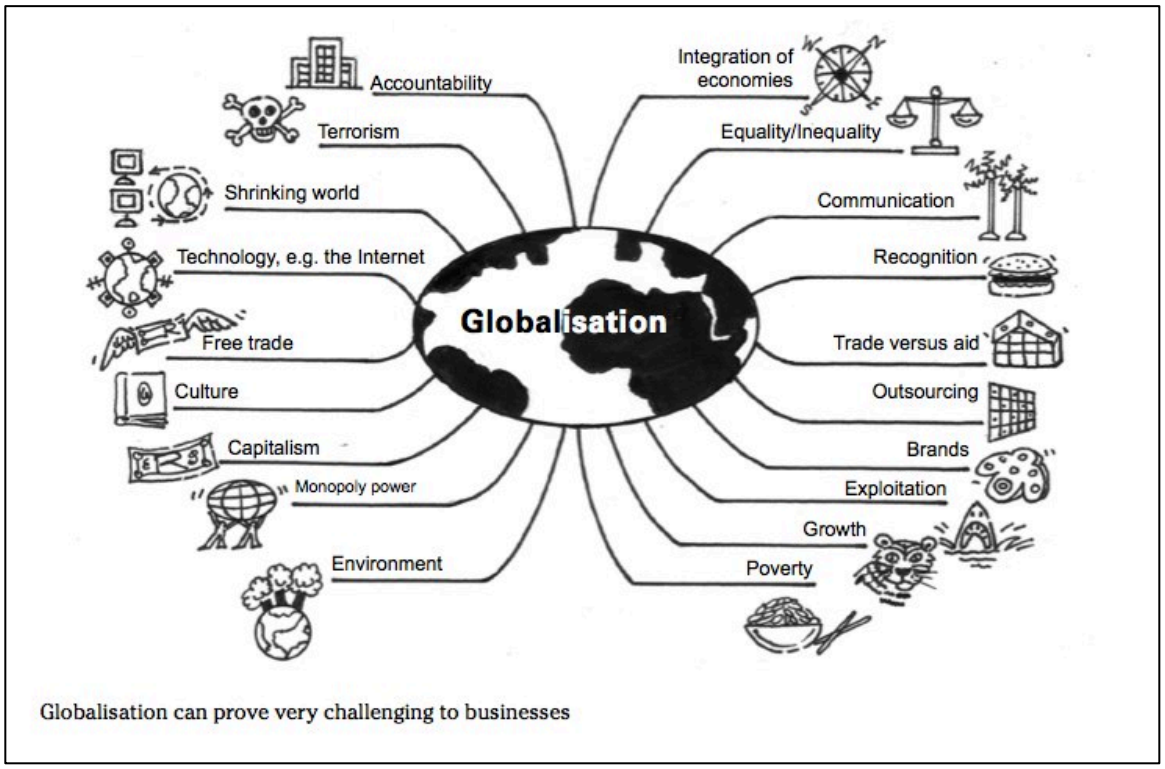
This activity is taken from a Grade 11 Business Studies Topic. This example is given from Focus Business Studies Grade 11.

Topics to be covered:

- Grade 11 Market Environment
- Importance of understanding the information for future application

Instructions:

- Participants should complete this activity in pairs.
- Study the extracts taken from Focus Business Studies Grade 11.
- Answer the questions that follow.



Globalisation can prove very challenging to businesses

Taken from Focus Business Studies (page 25)

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Fast fact

The ANCYL (African National Congress Youth League) is currently advocating the nationalisiation of the mines and calling for a speed-up of land reform in South Africa.

3.3 Political environment

The political e is created by the policies of the ruling party. The African National Congress (ANC) is the ruling party after being democratically elected in 1994. The most important policies of the ANC as the governing party are:

- to distribute the national wealth equally amongst all people
- to ensure equal job opportunities
- to narrow the gap between the rich whites and the poor members of the population.

A business has no control over this environment and has to adapt its strategies to adhere to the policies in order to remain sustainable.

3.4 Legal environment

The legal environment comprises specific legislation aimed at the operation of the business. A business has no control over this factor and has to manage the consequences. An example is the recently amended National Credit Act of 2005, which was amended in 2008, which seeks to protect consumers. This act has put businesses under administrative pressure, creating added expenses and time delays.

3.5 International environment

Key words

demographics – the measurable characteristics of the population, e.g. age and income

deforestation – removal of trees to clear land to be used for another purpose, e.g. industrialisation, agricultural purposes and urban settlements

The international environment refers to activities across national borders, this includes the import of products and services. Businesses are exposed to new markets and to international competition. The international environment is influenced by factors such as exchange rates, pricing and indicators such as the bow Jones. Businesses have very little control over the developments in the global economy and will have to adapt to the changes brought about by international trade. Businesses have very little control over the developments in the global economy and will have to adapt to the changes brought about by international trade.

3.6 Social environment



Deforestation causes problems in the environment if it is not controlled properly

The social component describes the characteristics of the society in which the business enterprise operates. Businesses need to monitor the **demographics**, trends and developments in their markets by analysing age profiles, family structure, population growth, educational qualifications and income.

Businesses have no control over the demographics in a country, but can get involved in social development programs to influence the social environment of its customers.

Taken from Focus Business Studies (page 14)

Questions:

1. How do you teach this section of work to ensure that the learners understand the work and not just learn the facts off by heart?

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Activity C: Challenges of the Macro Environment

This activity is taken from a Grade 11 Business Studies Topic. The examples given are from Platinum Business Studies Grade 11 and Focus Business Studies Grade 11.

Topics to be covered:

- Grade 11 Challenges of the Macro Environment
- Learning styles

Instructions:

- Participants should complete this activity in pairs.
- Study the extract taken from Platinum Business Studies Grade 11 and Focus Business Studies Grade 11.
- Answer the questions that follow.

Activity 3: Analyse the impact of change

Read the following extract and answer the questions that follow.

We are now in a changing business environment; we are always in a changing business environment

Many people look at the current time as a new, ever changing business environment where innovation and technology are advancing so quickly that companies are struggling to catch up. The truth is that throughout history, business has always been changing. This is not a new phenomenon.

Yes, the internet and all the digital technology being developed are highly advanced, but so was the development of currency, electricity, the telegraph and the automobile. The comparison to a company adapting to internet usage isn't even close to how companies had to adapt to electricity usage.

But will there be a leveling off point for all of this technological advancement? No. Not as long as there are still people with imagination and a desire to create. Necessity is the mother of all invention and there is never an end to the needs of the world. Human, animal, plant or mineral; there is always something needed to get, preserve, maintain, enhance, collect, find, analyse, simplify, complicate, alter, dissect, combine, eliminate, develop, produce, fix, tear down… etcetera, etcetera.

So keep developing! We don't even know what we are missing but I'm sure you'll come up with it and we'll all realise we absolutely must have it.

Source: Adapted from http://blog.zanzico.com/blog/brand-management/marketing-plan-development/we-are-now-in-a-changing-business-environment-we-are-always-in-a-changing-business-environment/

1. What is the one important message that you can deduct after reading this extract regarding technological changes? (2)
2. Write a paragraph on how you think businesses responded to the development of electricity? (2)
3. Why do you think new products and services will always be introduced into the market? (2)
4. Suggest ways in which new products and services can be promoted by making use of new technology? (think of Facebook, twitter, You tube, Black Berry messages (BBM) etc.

Taken from Focus Business Studies (page 35)

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ACTIVITY 5 CONSIDER THE CHALLENGE THAT CRIME POSES

Read the newspaper article below and answer the questions that follow.

Wolves in sheep's clothing

Criminals pose as honest tradesmen

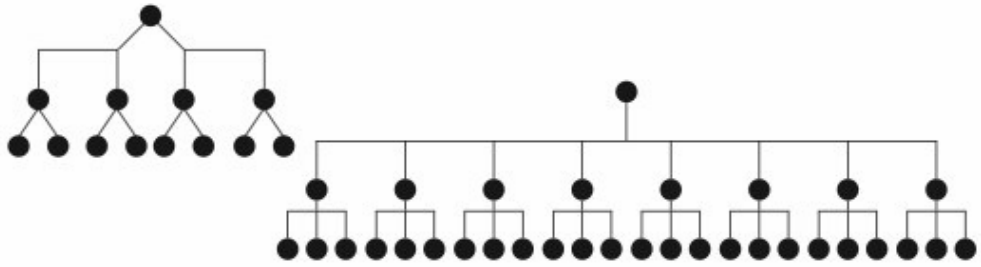
A new modus operandi (MO) for house breaking is being used in the northern suburbs of Johannesburg.

Robbers enter houses pretending to be service providers. Various security companies have reported incidents where thieves have claimed to be plumbers, Telkom technicians or from Joburg Water or City Power. In the latest incident robbers posed as garden service providers.Thieves seemed to know when these services were expected and used this information to make themselves more credible.

1. Explain the business challenges that this form of crime poses to small service businesses such as plumbers, electricians and garden services.
2. Suggest three things that small businesses can do to overcome these challenges.

Taken from Platinum Business Studies (page 20)

Activity 1: Interpret organisational structures



1. Describe any three reasons why a business might have to change its organisational structure. (6)
2. When looking at the organogram of a business, name three deductions which you will be able to make about the business. Think of communication lines, reporting lines, functionality and complexity. Use applicable examples to explain your answer. (6)

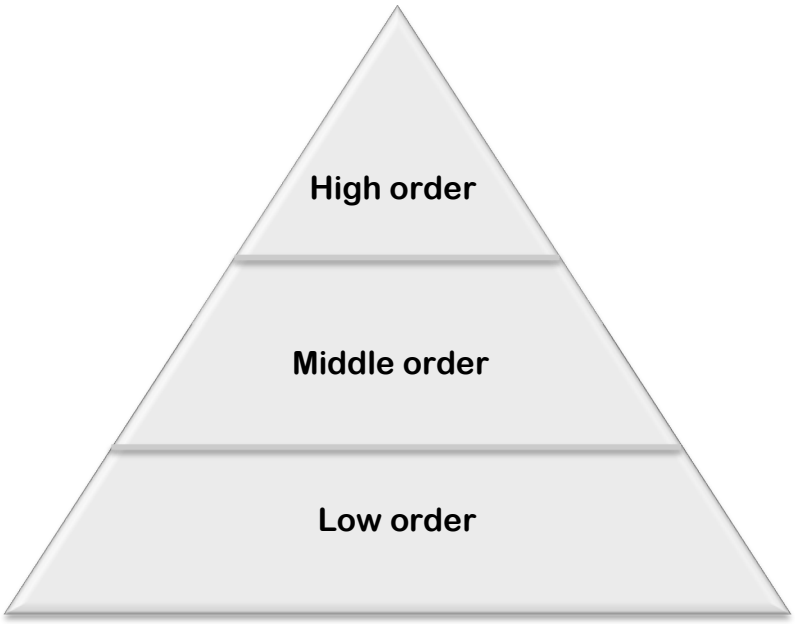
Taken from Focus Business Studies (page 31)

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Questions:

1. Discuss the importance of learners using their knowledge and skills in application exercises.

2. Do these examples of questions represent a variety of cognitive levels of thinking? Discuss your reasons for this.



High Order	Requires learners to think creatively and apply logic and problem solving. They are often inquiry or synthesis or skill based
Middle order	Requires learners to apply knowledge, analyse and interpret information and demonstrate understanding through examples and explanations.
Lower Order	Requires basic knowledge and recall. Learners need to master this level in order to attempt middle order questions

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Activity D: The Market Environment

This activity is taken from a Grade 11 Business Studies Topic. The examples are given from Platinum Business Studies and Focus Business Studies Grade 11.

Topics to be covered:

- Grade 11 Market Environment
- Answering Essay Questions

Instructions:

- Participants should complete this activity in pairs.
- Study the extract taken from Platinum Business Studies Grade 11 and Focus Business Studies Grade 11.
- Answer the questions that follow.

QUESTION 4 Long answer question (essay)



Study the picture above and use it to analyse the challenges presented to businesses by difficult employees. Identify and explain three different problems that employees can present. Explain why each one is a problem for a business. Discuss possible ways to deal with each of the three problems you have identified. (40)

Taken from Platinum Business Studies (page 24)

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Section C

Question 4

An entrepreneur might want to own a business but might not necessarily want to start a business from scratch. If the entrepreneur considers buying a franchised business there are advantages and disadvantages that need to be considered. Evaluate the viability of buying a Franchised business as opposed to starting a new business from scratch by comparing:

- the business concept
- the start-up procedure versus the contractual obligations
- the advantages and disadvantages of franchising versus a new venture

(40)

Taken from Focus Business Studies (page 83)

Questions:

1. Many learners struggle to answer essay questions. What guidelines and practice should teachers give the learners in preparation for the examination?

2. What are the main essay topics which they struggle with?

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HOW PLATINUM AND FOCUS BUSIONESS STUDIES CAN HELP YOUR TEACHING

The Platinum and Focus Business Studies Books cover all of the criteria that are considered important to most teachers when choosing a textbook.

Sequencing of Content according to the CAPS

The Platinum and Focus Business Studies books follow the exact sequence of the CAPS. Teachers are able to follow the sequence of the textbook and be confident that they have covered everything required by CAPS and in the correct order.

Relevant and up to date content

The authors of Platinum and Focus Business Studies books have ensured that the latest CAPS requirements are covered as well as the latest content required by the subject. Assessment tasks are appropriate to learners in all Provinces.

Specific tasks required for Programme of Assessment e.g. Tests, Projects etc.

The Platinum and Focus Business Studies books include all the required tasks for the Programme of Assessment and the Teacher's Guide includes all of the guidelines and answers. These can also be used for revision, extension and expanded opportunities.

Annual teaching plan according to the CAPS with term-by-term overview

The Platinum and Focus Business Studies books follow the exact sequence of the CAPS. They also provide a term planning tool, which assists in annual and quarterly planning.

Teacher's Guide which provides guidance and answers for Programme of Assessment

The Platinum and Focus Business Studies books both have a Teacher's Guide that provides guidelines on how to use the assessments and how to mark them. Rubrics, memoranda and checklists are also provided where appropriate.

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Variety of revision activities

The Platinum and Focus Business Studies books both provide many different activities, which test knowledge and understanding on a variety of levels. Teachers are able to see the learners' understanding of the content matter straight away. These activities are very practical and assess the content in the CAPS.

Diagrams and pictures to explain content

The Platinum and Focus Business Studies books both have many supporting diagrams and pictures to support the content. The Platinum in is full colour with eye-catching photographs.

Remedial activities to support those learners that may need extra support

Platinum and Focus Business Studies have many activities in the chapters as well as revision sections at the end of every topic.
Platinum Business Studies also has remedial worksheets, which can be found in the Teacher's Guide.

Extension activities to support those learners that need expanded opportunities

Platinum and Focus Business Studies have many activities in the chapters as well as revision sections at the end of every topic.
Platinum Business Studies also has extension worksheets, which can be found in the Teacher's Guide.

Focus Business Studies components:	Platinum Business Studies components:
• Learner's Book • Teacher's Guide with Control Test Book and Question Bank CD	• Learner's Book • Teacher's Guide with Control Test Book and Question Bank CD

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