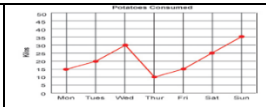
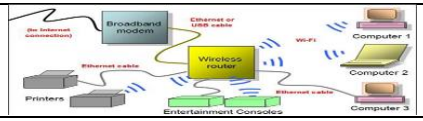
SUBJECT and GRADE	Business Studies	Grade 11
TERM 2	Week 7	4 hours
MAIN TOPIC	BUSINESS VENTURES	
TOPIC	Presentation of business information	
AIMS OF LESSON	At the end of the lesson, you must be able to: • **Explain** the importance of presenting business information. • **Differentiate/Distinguish** between verbal and non-verbal presentation and give practical examples of each. • **Outline/Mention/Explain/Discuss** types of visual aids e.g. tables/graphs/diagrams/posters/handouts etc. • **Identify** the above-mentioned visual aids from given scenarios/case studies/statements/cartoons/pictures etc. • **Explain/Discuss** how the presenter must prepare the following visual aids:*Transparencies/slides,Posters ,Handouts* • **Discuss/Explain/Recommend** factors that the presenter must consider when designing a presentation • **Justify** the reasons why business presentations must be in a written format. • **Outline/Mention/Explain** types of written information, e.g. business reports, business plans, information, analyses etc • **Outline/Mention/Explain/Recommend** steps in report writing. • **Critically** analyse a business report and recommend areas for improvement. • **Outline/Mention/Explain** factors that must be considered when composing a flyer. • **Explain** how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner	
RESOURCES	***Paper based resources***	
	You will find this content in: • WCED core notes 2019 (notes are in the process of being revised) • Via Afrika Business Studies Grade 11 Learner's Book • Platinum Business Studies Grade 11 Learner's Book Oxford • Successful Business Studies Grade 11 Learner's Book • Solutions for a Business Studies Grade 11 Learner's Book • Focus Business Studies Grade 11 Learner's Book	
INTRODUCTION	• This topic progresses from Gr.10. • Draw a mind map and revise the following content of Gr.10 that will serve as a basis for this lesson in Gr.11 - Explain the importance of graphs/diagrams, symbols/ pictures. - Outline/Explain/Discuss factors that must be considered when preparing for a verbal presentation.	

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<table>
<tr><td></td><td>- Advice businesses on how to prepare for support materials for a presentation.
- Identify audio-visual aids from given scenarios/case studies/pictures/cartoons
- Explain factors that must be considered when designing a presentation .</td></tr>
<tr><td>CONCEPTS AND SKILLS</td><td>
1. Explain the importance of business information

Presentations are important because they are used to validate business information.
It is essential for business-related information to be presented and validated effectively.
The information can be presented verbally or non-verbally.

2. Outline/Mention/ Explain/Discuss different types of visual aids
<table>
<tr><td>Graph e.g. line graph</td><td>The line graph is used to show a progression over time</td><td></td></tr>
<tr><td>Poster</td><td>Posters are generally used to advertise, to emphasise or to remind the audience of an event or an occurence</td><td>
</td></tr>
<tr><td>Hand-outs</td><td>A hand-out is a summary of the most important parts of the presentation.</td><td>
</td></tr>
<tr><td>Tables</td><td>Tables compare or contrast different things or ideas</td><td>PERCENTAGE PASS RATE OF STUDENTS AT PORTLAND HIGH SCHOOL IN 2011
<table>
<tr><th>Grade</th><th>June %</th><th>Sept %</th><th>Nov %</th></tr>
<tr><td>8</td><td>69</td><td>74</td><td>80</td></tr>
<tr><td>9</td><td>58</td><td>65</td><td>70</td></tr>
<tr><td>10</td><td>67</td><td>75</td><td>80</td></tr>
<tr><td>11</td><td>76</td><td>76</td><td>94</td></tr>
<tr><td>12</td><td>75</td><td>81</td><td>90</td></tr>
</table></td></tr>
<tr><td>Diagram</td><td>Diagrams are used to give a visual illustration of information</td><td>
</td></tr>
</table>
3. Distinguish between verbal- and non-verbal presentations
<table>
<tr><td>Verbal presentation</td><td>- is a very common form of exchanging information
eg. workshops, seminiars, conferences, public speaking, political gatherings etc.</td></tr>
<tr><td>Non-verbal presentation</td><td>- these are presentations that use mostly printed media to communicate information. eg. charts, printed handouts, slides</td></tr>
</table>
</td></tr>
</table>

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Use your notes/textbook and develop a mind-map for each of the following questions:

Middle order	Middle order	Middle order
4. *Explain/Discuss* how the presenter must prepare the following visual aids eg.Transparency/slide,Poster,Handout	**5. *Discuss/Explain/Recommend* factors to consider when designing a presentation**	6. ***Justify* the reasons why busine presentations must be in a writte format.**
Refer to Gr.11 Business Studies textbook issued	Refer to Gr.11 Business Studies textbook issued	Refer to Gr 11 Business Studies textbook issued
Lower/Middle order	Lower/Middle order	Higher order
7. ***Outline/Mention/Explain* types of written information, e.g. business reports, business plans, information, analyses**	8. ***Outline/Mention/Explain/ Recommend* steps in report writing.**	9. ***Critically analyse* a business re and recommend areas for improvement**
Refer to Gr.11 Business Studies textbook issued	Refer to Gr 11 Business Studies textbook issued	Refer to Gr 11 Business Studies textbook issued
Lower/Middle order	Middle order	
10. ***Outline/Mention/Explain* factors that must be considered when composing a flyer**	11. ***Explain* how to respond to questions and handle feedback after a presentation in a non-aggressive and professional manner**	
Refer to Gr.11 Business Studies textbook issued	Refer to Gr 11 Business Studies textbook issued	

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<table>
<tr><td>ACTIVITIES/
ASSESSMENT</td><td>CONSOLIDATION: SECTION C TYPE QUESTIONS
Complete the following exercise:

Sarah is a designer and wants to sell her new range of clothing to teenagers and students. Sarah has to make a sales presentation to the owners of New Horizons Fashion. She decided that a verbal presentation supported by visual aids and handouts will be most suitable.

As an expert on presentation of business information, you must assist Sarah to enable her to get a contract with New Horizon Fashion. Your advise must include the following:
• The importance of business information
• Discuss FOUR different types of visual aids
• Explain the factors that the Sarah must consider when designing a presentation
• Justify the reasons why business presentations must be in a written format [40]</td></tr>
<tr><td>CONSOLIDATION</td><td>• In this lesson you learnt more about the presentation of business information.
• Continue to practice and study your mind-maps on each question in order to get a good understanding of the topic.
• Be aware of the time aspect when you answer questions on a presentation eg. aspects to consider when designing a presentation; respond to questions after a presentation.
• The verbs in each question also guides you how to answer the question.</td></tr>
<tr><td>VALUES</td><td>• Caring: You are our most important clients in the educational landscape, therefore it’s important that that we provide you with the necessary resources for self-directed study.
• Responsiveness: It’s our responsibility to make sure that quality lesson plans are developed timeously and distributed to you.
• Competence: After working through the lesson plans you should be able to demonstrate the skills and knowledge acquired, to complete the required assessments tasks successfully.</td></tr>
</table>

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