



ZIMBABWE

MINISTRY OF PRIMARY AND SECONDARY EDUCATION

BUSINESS ENTERPRISE SKILLS SYLLABUS

FORMS 5 - 6

2015 - 2022

**Curriculum Development and Technical Services
P. O. Box MP 133
Mount Pleasant
Harare**

© All Rights Reserved
2015

ACKNOWLEDGEMENTS

The Ministry of Primary and Secondary Education would like to acknowledge the following:

- The National Business Enterprise Skills Syllabus Panel
- Zimbabwe School Examinations Council (ZIMSEC)
- Polytechnic and Teacher Training Institutions Representatives
- Universities Representatives
- Department of Psychomotor Activities in Education
- United Nations Children's Fund (UNICEF)

CONTENTS

ACKNOWLEDGEMENTS	i
CONTENTS.....	ii
1.0 PREAMBLE	1
2.0 PRESENTATION OF SYLLABUS	1
3.0 AIMS.....	1
4.0 SYLLABUS OBJECTIVES	2
5.0 METHODOLOGY AND TIME ALLOCATION.....	2
6.0 TOPICS	2
7.0 SCOPE AND SEQUENCE	3
8.0 COMPETENCY MATRIX.....	7
8.1 FORM 5.....	7
8.2 FORM 6.....	21
9.0 ASSESSMENT	32

1.0 PREAMBLE

1.1 Introduction

The Business Enterprise skills syllabus is a two – year learning area covering Forms 5 – 6. The syllabus intends to develop in learners problem solving, resource management, decision making, enterprise, leadership and technological skills in an indigenised economy. This syllabus will enable learners to more readily adapt to the dynamic environment, through the use of their learned skills, competencies and knowledge, thus promoting internationally competitive businesses.

1.2 Rationale

The study of Business Enterprise Skills equips learners of diverse needs with practical enterprise skills and business related competencies that promote sustainable use of resources, employment creation, value addition and beneficiation. This will enable them to operate successful enterprises in the changing global, socio – economic, cultural, political, ecological, legal and technological environment. It promotes self-reliance for the enhancement of economic growth through the ownership/access and utilisation of means of production.

The Business Enterprise skills syllabus enables learners to develop skills such as:

- Leadership
- Critical thinking
- Creativity and innovation
- Value addition and beneficiation
- Communication
- Decision making
- Team building
- Problem solving
- Self-management

1.3 Summary of Content

This syllabus intends to provide a theoretical and practical knowledge base for learners, with diverse needs, in Business Enterprise Skills in areas such as the enterprising environment, business formulation and growth, business planning, operations management, enterprise finance and accounting and people in business enterprises.

1.4 Assumptions

It is assumed that learners:

- have a desire to run their own enterprises
- desire to contribute meaningfully to community and the nation at large
- have access to some means of production
- are constantly participating in and interacting with business enterprise activities
- are aware of the prevailing business environment
- Interact with Information Communication Technologies (ICTs).

1.5 Cross - cutting themes

The teaching and learning of Business Enterprise Skills will encompass the following cross cutting themes:

- Information Communication Technologies (ICTs)
- Environmental issues
- Collaboration
- Disaster risk management
- Financial literacy
- Heritage
- Unhu/Ubuntu/Vumunhu

2.0 PRESENTATION OF SYLLABUS

The syllabus is presented as a single document catering for Forms 5 – 6.

3.0 AIMS

The syllabus enables learners to:

- develop an appreciation of the environment within which business enterprise activities take place
- develop knowledge and understanding of business enterprise concepts and activities
- encourage learners to consider new venture creation and self-employment
- develop knowledge and understanding of stakeholders within and outside business and consider ways in which they are able to influence business objectives
- acquire lifelong skills, personal development and self-efficacy, allowing them to contribute to local and national economic development

4.0 SYLLABUS OBJECTIVES

By the end of two years of secondary education, learners should be able to:

- analyse the environment in which business enterprise activities take place
- demonstrate knowledge and understanding of facts, terms, concepts, functions of the business enterprise skills
- demonstrate business culture and ethics in enterprising
- apply knowledge and skills to make accurate decisions in business situations
- apply ICTs in business activities
- communicate business information in a coherent and logical manner
- apply skills of numeracy, literacy, inquiry and use relevant sources of information to present and interpret business data

5.0 METHODOLOGY AND TIME ALLOCATION

5.1 Methodology

The syllabus encourages learner-centred methods and approaches.

The need to impart enterprising skills, to promote sustainable use of resources, employment creation, value addition and beneficiation, should influence the choice of teaching and learning methods in Business Enterprise Skills.

The following methods are suggested.

- Presentations
- Debates
- Case studies
- Group work
- Research
- Problem solving
- Demonstrations
- Educational tours
- School on the shop floor
- Guided discovery
- Seminars
- Project work
- Shadowing

5.1.2 Time Allocation

To enable adequate coverage of the content, Form 5 to 6 Business Enterprise Skills should be allocated at least 8 forty minute lessons per week.

Learners should participate in at least one educational tour per year and one seminar per term.

Learners/group of learners should undertake at least one enterprising project on continuous assessment at A-level.

6.0 TOPICS

The syllabus topics are as follows:

- 6.1 The Enterprising Environment
- 6.2 Enterprise formulation and growth
- 6.3 Business Planning
- 6.4 Enterprise Finance and Accounting
- 6.5 People in Business Enterprises
- 6.6 Markets and Marketing
- 6.7 Operations Management

7.0 SCOPE AND SEQUENCE

7.1 TOPIC 1: THE ENTERPRISING ENVIRONMENT

FORM 5 <ul style="list-style-type: none">• Economic Systems• Overview of enterprising• The internal and external environment• Multinational corporations• Globalization and the business enterprise• Economic integration• Resources and capabilities• Business stakeholders	FORM 6 <ul style="list-style-type: none">• Ways of enterprising• Enterprise opportunities and risks• Enterprise constraints and ethical issues• Acquiring and sustainable use of resources
--	--

7.2 TOPIC 2: ENTERPRISE FORMULATION AND GROWTH

<p>FORM 5</p> <ul style="list-style-type: none"> • Forms of business enterprises • Main features of business enterprises • Privatisation • Assistance to new enterprise start-ups 	<p>FORM 6</p> <ul style="list-style-type: none"> • Measurement of business size • Small to Medium Sized Enterprises (SMEs) • Survival and growth strategies of a business enterprise • Strategies of breaking into foreign markets
--	---

7.3 TOPIC 3: BUSINESS PLANNING

<p>FORM 5</p> <ul style="list-style-type: none"> • Business enterprise objectives • Business plan • Designing and implementation of business plans • Enterprise project 	<p>FORM 6</p> <ul style="list-style-type: none"> • Managing growing business enterprise • Laws and regulations governing business enterprises start-up and operations • Enterprise project
--	--

7.4 TOPIC 4: ENTERPRISE FINANCE AND ACCOUNTING

FORM 5	FORM 6
<ul style="list-style-type: none"> • Enterprise finance • Sources of finance for an enterprise • Accounting concepts • Users of accounting information • Financial statements • Depreciation • Stock valuation 	<ul style="list-style-type: none"> • Ratio analysis • Investment appraisal techniques • Decision Trees • Cost-Benefit Analysis (CBA) • Budgeting

7.5 TOPIC 5 : PEOPLE IN BUSINESS ENTERPRISES

FORM 5	FORM 6
<ul style="list-style-type: none"> • Management • Motivation • Leadership • Organizational structure • Communication in business enterprise 	<ul style="list-style-type: none"> • Human Resource management(HRM)

7.6 TOPIC 6: MARKETS AND MARKETING

FORM 5	FORM 6
<ul style="list-style-type: none"> • Purpose of marketing for an enterprise • Enterprise and markets • Demand concepts • Market research • Market segmentation • Marketing strategies 	<ul style="list-style-type: none"> • Marketing mix • Product portfolio planning • E-business and the enterprise

7.7 TOPIC 7: OPERATIONS MANAGEMENT

FORM 5	FORM 6
<ul style="list-style-type: none">• Nature of Production• Costing• Production and productivity• Production methods• Capital vs Labour intensity• Scale of operation	<ul style="list-style-type: none">• Inventory management• Quality control and quality assurance• Critical Path Analysis• Work Study

8.0 COMPETENCY MATRIX

8.1 FORM 5

8.1.1 THE ENTERPRISING ENVIRONMENT

TOPIC	LEARNING OBJECTIVES: learners should be able to:	CONTENT (Skills, attitudes and knowledge)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Economic systems	<ul style="list-style-type: none"> identify the types of economic systems explain the economic philosophies associated with each economic system 	<ul style="list-style-type: none"> Types of economic systems: <ul style="list-style-type: none"> command free market mixed Economic philosophies such as capitalism, socialism, communism, indigenisation 	<ul style="list-style-type: none"> Evaluating the different types of economic systems and their implications to business enterprise Matching philosophies to the economic system 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS Resource person Relevant statutory instruments Charts
Overview of Enterprising	<ul style="list-style-type: none"> explain the concept of enterprising 	<ul style="list-style-type: none"> Overview of enterprising Meaning of: <ul style="list-style-type: none"> Enterprising, Enterprising person, Enterprise 	<ul style="list-style-type: none"> Discussing the concept of enterprising Discussing different ways of enterprising Assessing enterprising activities that learners may practice at school and at home 	
The internal and external	<ul style="list-style-type: none"> demonstrate a culture of enterprising discuss the desirable characteristics of successful enterpriser explain the benefits and drawbacks of enterprising analyse the internal and external 	<ul style="list-style-type: none"> A culture of enterprising Characteristics of a successful enterpriser Benefits and drawbacks of enterprising The internal and external 	<ul style="list-style-type: none"> Developing a culture of enterprising in learners Evaluating the characteristics of successful business enterprisers Discussing the benefits and drawbacks of enterprising giving practical examples Describing the internal and external environment components 	<ul style="list-style-type: none"> Brochures ICT tools Sample of trade agreements

<p>environment</p>	<p>environment</p> <ul style="list-style-type: none"> • apply the environmental scanning tools to a local business enterprise 	<p>environment (SWOT, PESTEL and Porter's five forces model)</p>	<ul style="list-style-type: none"> • Discussing the impact of internal and external environment • Undertaking a SWOT, PESTEL, five forces analysis on a local business enterprise 	
<p>Multinational Companies (MNCs)</p>	<ul style="list-style-type: none"> • describe objectives MNCs • explain challenges faced by MNCs • evaluate the impact of MNCs on host countries 	<ul style="list-style-type: none"> • Objectives of MNCs • Challenges faced by MNCs • Benefits & drawbacks of MNCs 	<ul style="list-style-type: none"> • Outlining objectives of MNCs • Discussing challenges faced by MNCs in host countries • Debating on the benefits and drawbacks 	
<p>Globalisation and the business enterprise</p>	<ul style="list-style-type: none"> • evaluate the effects of globalisation to an enterprise 	<ul style="list-style-type: none"> • Effects of globalisation on an enterprise 	<ul style="list-style-type: none"> • Analyzing the effects of globalization on an enterprise 	
<p>Economic integration</p>	<ul style="list-style-type: none"> • discuss the concept of economic integration • evaluate the importance of economic integration for enterprises 	<ul style="list-style-type: none"> • Concept and forms of integration such as bi-lateral, multi-lateral, regional • Importance of economic integration 	<ul style="list-style-type: none"> • Explaining the concept of economic integration • Debating the benefits and drawbacks of economic integration 	<ul style="list-style-type: none"> • Recommended text books • ICT tools • Local businesses
<p>Business stakeholders</p>	<ul style="list-style-type: none"> • identify the internal and external stakeholders of an enterprise • explain the role of each internal and external stakeholder 	<ul style="list-style-type: none"> • The internal and external stakeholders • Roles of internal and external stakeholders 	<ul style="list-style-type: none"> • Describing the internal and external stakeholders • Discussing the roles of internal and external stakeholders 	
<p>Resources and capabilities</p>	<ul style="list-style-type: none"> • distinguish between resources and capabilities 	<ul style="list-style-type: none"> • Difference between resources and capabilities 	<ul style="list-style-type: none"> • Discussing the differences between resources and capabilities 	

	<ul style="list-style-type: none">• explain the need for resources in an enterprise	<ul style="list-style-type: none">• The need for resources and capabilities	<ul style="list-style-type: none">• Explaining the need for resources in an enterprise	
--	---	---	--	--

8.1.2 ENTERPRISE FORMULATION AND GROWTH

TOPIC	LEARNING OBJECTIVE learners should be able to:	CONTENT (Knowledge, skills and attitude)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Forms of business enterprises	<ul style="list-style-type: none"> describe the forms of business enterprises and how to start them 	<ul style="list-style-type: none"> Forms of enterprises 	<ul style="list-style-type: none"> Identifying the different forms of business enterprises and how to start them 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS Resource person Relevant statutory instruments Charts
Main features of a business enterprise	<ul style="list-style-type: none"> explain the main features of a business enterprise evaluate the different forms of business enterprises 	<ul style="list-style-type: none"> Features of business enterprises <ul style="list-style-type: none"> private sector public sector unincorporated and incorporated businesses limited liability separate legal personality continuity 	<ul style="list-style-type: none"> Discussing the main features of business enterprises Evaluating the different forms of business enterprises 	
Privatisation	<ul style="list-style-type: none"> explain forms of privatisation evaluate the impact of privatisation evaluate the concepts of commercialisation and nationalization explain the problems faced by business start-ups 	<ul style="list-style-type: none"> Privatisation, Commercialisation and Nationalisation Problems faced by business start-ups 	<ul style="list-style-type: none"> Discussing concepts of privatisation, commercialisation and nationalisation 	
Assistance to business start-ups	<ul style="list-style-type: none"> identify the forms of assistance to business start-ups 	<ul style="list-style-type: none"> Forms of assistance to business start-ups 	<ul style="list-style-type: none"> Identifying problems faced by business start-ups Describing the forms of assistance to business startups Touring potential sources of assistance and researching on the form of assistance that can be offered 	

8.1.3 BUSINESS PLANNING

TOPIC	LEARNING OBJECTIVE learners should be able to:	CONTENT (Knowledge, skills and attitude)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Business enterprise objectives	<ul style="list-style-type: none"> analyse business enterprise objectives evaluate the importance of objectives in a business enterprise 	<ul style="list-style-type: none"> Enterprise objectives such as : <ul style="list-style-type: none"> growth profit survival 	<ul style="list-style-type: none"> Discussing business enterprise objectives 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS
Business plan	<ul style="list-style-type: none"> explain the purpose of a business plan 	<ul style="list-style-type: none"> Business plan concept, purpose and evaluation 	<ul style="list-style-type: none"> Discussing the business plan concept, purpose and evaluation 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments
Designing and implementation of business plans	<ul style="list-style-type: none"> describe the processes involved in designing and implementation of business plans design a business plan 	<ul style="list-style-type: none"> Stages in designing and implementation of business plans Key components of a business plan 	<ul style="list-style-type: none"> Discussing the processes involved in designing and implementation of business plans Drafting a business plan and implementation scheme for the enterprise project 	<ul style="list-style-type: none"> Charts Samples of business plans
Enterprise project	<ul style="list-style-type: none"> carry out an enterprise project 	<ul style="list-style-type: none"> Business plan and implementation 	<ul style="list-style-type: none"> Undertaking an enterprise project 	

8.1.4 ENTERPRISING FINANCE AND ACCOUNTING

TOPIC	LEARNING OBJECTIVE learners should be able to:	CONTENT (Knowledge, skills and attitude)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Enterprise finance	<ul style="list-style-type: none"> analyse the need for finance in an enterprise assess the ways of managing working capital 	<ul style="list-style-type: none"> Need for finance such as: <ul style="list-style-type: none"> revenue expenditure capital expenditure operational expenditure Ways of managing working capital 	<ul style="list-style-type: none"> Discussing the need for finance in an enterprise Explaining revenue expenditure and capital expenditure Assessing the ways of proper management of working capital 	<ul style="list-style-type: none"> Recommended textbooks Local business enterprises
Sources of finance for an enterprise	<ul style="list-style-type: none"> assess various sources of finance distinguish between internal and external sources of finance discuss the factors to consider when choosing sources of finance 	<ul style="list-style-type: none"> Internal sources and external sources Factors influencing the choice of finance sources 	<ul style="list-style-type: none"> Discussing sources of finance Evaluating the various sources of finance Touring financial institutions 	<ul style="list-style-type: none"> Recommended textbooks Local business enterprises ICT Tools
Accounting concepts	<ul style="list-style-type: none"> describe accounting concepts 	<ul style="list-style-type: none"> Accounting concepts <ul style="list-style-type: none"> double entry accruals money measurement prudence realisation business entity Users of Accounting Information such as <ul style="list-style-type: none"> managers banks creditors employees government customers 	<ul style="list-style-type: none"> Discussing various accounting concepts 	<ul style="list-style-type: none"> Recommended textbooks Local business enterprises Newspapers
Users of Accounting Information	<ul style="list-style-type: none"> evaluate the usefulness of accounting information to different users 		<ul style="list-style-type: none"> Identifying users of accounting information Debating on the usefulness of accounting information different users 	

TOPIC	LEARNING OBJECTIVE learners should be able to:	CONTENT (Knowledge, skills and attitude)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Financial statements	<ul style="list-style-type: none"> • explain the importance of keeping accurate financial records • prepare financial statements of an enterprise 	<ul style="list-style-type: none"> • Financial statement <ul style="list-style-type: none"> - Income statement - Statement of financial position 	<ul style="list-style-type: none"> • Preparing financial statements • Interpreting information from financial statements • Making decisions using information from financial statements 	<ul style="list-style-type: none"> • Financial bulletins • Recommended textbooks • Newspapers
Depreciation	<ul style="list-style-type: none"> • explain the concepts of depreciation and provision for depreciation • describe methods of depreciation • evaluate each method of depreciation • discuss the importance of cash flow forecast 	<ul style="list-style-type: none"> • Provision for depreciation • Methods of depreciation <ul style="list-style-type: none"> - Straight Line - Reducing balance • Cash flow forecast <ul style="list-style-type: none"> - Ways of improving enterprise cashflow - debt factoring - leasing sale - lease back - extended credit - reduced debtors' payment period 	<ul style="list-style-type: none"> • Discussing the concept of depreciation • Calculating depreciation using the two methods • Evaluating the appropriateness of depreciation methods in given situations • Discussing the importance of cash flow forecast • Discussing ways of improving cash flow of the business 	
Stock Valuation	<ul style="list-style-type: none"> • explain the method of stock valuation • evaluate the methods of stock valuation 	<ul style="list-style-type: none"> • Stock valuation methods <ul style="list-style-type: none"> - FIFO - LIFO - AVCO 	<ul style="list-style-type: none"> • Valuing stock using the three methods • Debating the advantages and disadvantages of each method 	<ul style="list-style-type: none"> • Recommended text books • ICT Tools • Local Businesses

8.1.5 PEOPLE IN BUSINESS ENTERPRISES

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Management	<ul style="list-style-type: none"> explain the concept of management in business describe functions of managers in a business enterprise explain the role of managers evaluate the applicability of management theories in modern business enterprises 	<ul style="list-style-type: none"> Management concepts Managerial functions such as: <ul style="list-style-type: none"> Planning Leading Organizing Controlling Managerial roles such as from Mintzberg Management theories such as : <ul style="list-style-type: none"> scientific management behavioural administrative bureaucratic 	<ul style="list-style-type: none"> Analysing the concept of management Discussing the functions of managers Discussing the roles of managers Researching on management theories Assessing the applicability of management theories to modern business enterprises 	<ul style="list-style-type: none"> Charts ICT tools Recommended textbooks Resource person Local organisations
Motivation	<ul style="list-style-type: none"> explain the need for motivation discuss theories of motivation assess the appropriateness of motivation theories in modern business circumstances Evaluate financial and non-financial methods of motivating employees 	<ul style="list-style-type: none"> The concept of motivation Motivation theories such as by Maslow; Herzberg; Taylor; McGregor Financial and non-financial methods of motivation 	<ul style="list-style-type: none"> Explaining motivation concepts Discussing the theories of motivation Examining the motivation methods being used by a local organization Justifying and recommending the appropriate motivation method 	<ul style="list-style-type: none"> Local business enterprises ICT tools Charts Recommended textbooks
Leadership	<ul style="list-style-type: none"> describe the concept of leadership explain the qualities of a good leader discuss different leadership 	<ul style="list-style-type: none"> Concept of leadership Leadership qualities Leadership styles: such 	<ul style="list-style-type: none"> Explaining leadership Distinguishing between leadership and management Describing qualities of a good leader 	<ul style="list-style-type: none"> ICT tools Charts Local business enterprises

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> • styles • assess the relevance of leadership theories • evaluate the appropriateness of leadership styles to different business circumstances • assess the role of informal leadership in business enterprise 	<ul style="list-style-type: none"> • as democratic, autocratic, laissez faire. • Leadership theories such as McGregor's theory X and Y, Mouton and Blake's managerial grid • Formal and informal leadership 	<ul style="list-style-type: none"> • Evaluating the appropriateness of different leadership styles • Role play exhibiting different styles of leadership • Discussing the applicability of leadership theories in modern day business enterprises • Distinguishing between formal and informal leadership • Researching and presenting on the leadership styles used by managers of local business enterprises 	
Organisational Structure	<ul style="list-style-type: none"> • explain the need for and nature of organizational structure • illustrate organizational structure on a chart • evaluate different approaches to organizational structure • distinguish between formal and informal organisations • explain the features of formal organisational structure • discuss the advantages and disadvantages of informal organisations 	<ul style="list-style-type: none"> • Need for an organizational structure • Organisational chart • Approaches to organisational structures: functional, divisional, matrix structure • Formal and informal organizations • Features of formal organisational structure such as span of control, hierarchy, chain of command, responsibility, authority delegation, centralization, decentralisation 	<ul style="list-style-type: none"> • Discussing the importance of an organizational structure • Drawing an organogram for a given organization • Explaining conflict between line and staff managers • Evaluating the different approaches to organisational structures • Differentiating between formal and informal organizations • Discussing the features of formal organisational structures • Evaluating the importance of informal organisations 	<ul style="list-style-type: none"> • Sample of an organisational chart • Recommended textbooks • ICT tools • Samples of communication media
Communication in Business enterprise	<ul style="list-style-type: none"> • analyse the importance of communication in business • evaluate the internal and external communication methods used in an enterprise 	<ul style="list-style-type: none"> • Importance of business communication • Internal and external methods of communication such as written, oral, electronic, 	<ul style="list-style-type: none"> • Discussing the significance of business communication • Drafting communication media such as : memos, e-mails, statements, letters, invoices 	

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> • explain barriers to effective communication • suggest ways of reducing barriers to effective business communication • evaluate the lines of communication in a business enterprise • justify the appropriateness of communication methods in given circumstances • distinguish between formal and informal communication in business enterprises 	<p>formal, informal</p> <ul style="list-style-type: none"> • Effective communication • Lines of communication 	<ul style="list-style-type: none"> • Debating on the advantages and disadvantages of various communication methods • Suggesting solutions to communication barriers • Researching on communication methods used in a local organization • Discussing the difference between formal and informal communication 	

8.1.6 MARKETS AND MARKETING

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<p>Purpose of marketing for an enterprise</p>	<ul style="list-style-type: none"> explain the meaning of market and marketing. analyse the role of marketing to a business enterprise 	<ul style="list-style-type: none"> Meaning of : <ul style="list-style-type: none"> - market - marketing Role of marketing 	<ul style="list-style-type: none"> Discussing the meaning of market and marketing Explaining the role of marketing to a business enterprise 	<ul style="list-style-type: none"> ICT tools Pamphlets Resource person
<p>Enterprise and markets</p>	<ul style="list-style-type: none"> describe the various types of markets evaluate benefits and challenges encountered in foreign markets discuss the importance of physical and virtual markets 	<ul style="list-style-type: none"> Types of markets <ul style="list-style-type: none"> - Local ,regional , global - physical and virtual markets 	<ul style="list-style-type: none"> Discussing advantages and disadvantages of types of markets Describing types of markets i.e. virtual and physical markets Participating in virtual markets through activities such as viewing on line products and requesting quotations 	<ul style="list-style-type: none"> Recommended text books ICT tools Local businesses
<p>Market research</p>	<ul style="list-style-type: none"> discuss market research techniques evaluate sources of data evaluate sampling techniques carry out a market survey on an identifiable need present researched data using various methods demonstrate ability to interpret and use research findings in decision making 	<ul style="list-style-type: none"> Market research techniques: <ul style="list-style-type: none"> - qualitative - quantitative Sources of data <ul style="list-style-type: none"> - primary - secondary Sampling techniques: <ul style="list-style-type: none"> - probability - non-probability Instruments of data gathering such as: <ul style="list-style-type: none"> - questionnaires - interviews - observation - document review Data presentation methods such as: <ul style="list-style-type: none"> - tables 	<ul style="list-style-type: none"> Evaluating market research techniques Discussing sources of data Analysing the appropriateness of different sampling techniques Designing a research instrument to address the identified need Conducting a survey Writing a report Presenting data Analysing research data and making informed decisions 	<ul style="list-style-type: none"> Recommended text books Newspapers Magazines Sample questionnaire Interview guide ICT Tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
		<ul style="list-style-type: none"> - pie charts - graphs • Data analysis and interpretation 		
Market segmentation	<ul style="list-style-type: none"> • evaluate basis for segmenting a market • segment a market 	<ul style="list-style-type: none"> • Basis for segmenting such as: <ul style="list-style-type: none"> - Demographic - Geographic - Psychographic - behavioral 	<ul style="list-style-type: none"> • Discussing basis for market segmentation • Subdividing markets into various segments 	<ul style="list-style-type: none"> • Software packages such as : <ul style="list-style-type: none"> - microsoft excel - publisher
Marketing Strategies	<ul style="list-style-type: none"> • identify various marketing strategies that maybe used by enterprisers 	<ul style="list-style-type: none"> • Marketing strategies such as: <ul style="list-style-type: none"> - Target marketing - Product positioning - Differentiation - Mass marketing - Niche marketing 	<ul style="list-style-type: none"> • Assessing various marketing strategies that may be used by enterprises • Researching from marketing strategies 	<ul style="list-style-type: none"> • Recommended text books • Pamphlets • ICT tools such computers, internet • Resource persons • Smartphone

8.1.7 OPERATIONS MANAGEMENT

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Nature of production	<ul style="list-style-type: none"> • explain the stages of production • discuss the production process • distinguish between value-addition and beneficiation • explain the importance of product value addition and beneficiation to the business 	<ul style="list-style-type: none"> • Stages of production: primary, secondary and tertiary • Production function: inputs, processes and outputs • Value addition and beneficiation 	<ul style="list-style-type: none"> • Explaining stages of production • Illustrating the production process on a diagram • Comparing and contrasting value addition and beneficiation • Discussing the importance of value addition and beneficiation to a business enterprise 	<ul style="list-style-type: none"> • Recommended text books • ICT tools • Local businesses • Individual projects
Costing	<ul style="list-style-type: none"> • discuss the factors influencing production plant location and relocation • classify the different types of production costs • exemplify the different types of production • discuss different approaches to costing • evaluate the appropriateness of each costing approach 	<ul style="list-style-type: none"> • Location and relocation of production plant • Production costs: <ul style="list-style-type: none"> - Fixed, variable and marginal - Direct and indirect • Approaches to costing: <ul style="list-style-type: none"> - Absorption costing - Contribution costing 	<ul style="list-style-type: none"> • Discussing factors influencing the location and relocation of the production plant • Distinguishing different production costs • Describing approaches to costing • Discussing the advantages and disadvantages of different approaches to costing. • Calculating the break-even output using their projects • Illustrating break-even chart elements 	
Production and productivity	<ul style="list-style-type: none"> • evaluate the importance of break-even analysis as a tool for decision making • explain capital and labour productivity 	<ul style="list-style-type: none"> • Measures of productivity: <ul style="list-style-type: none"> - Labour productivity - capital productivity 	<ul style="list-style-type: none"> • Making informed decisions using information from a break-even chart • Discussing the significance of break-even analysis in decision 	<ul style="list-style-type: none"> • Recommended text books • ICT tools • Local businesses

<p>Production methods</p>	<ul style="list-style-type: none"> • suggest ways of improving productivity in a business enterprise • explain the method of production • evaluate the appropriateness of each production method to different situations • discuss effects of switching from one production methods to another • explain the concepts of labour and capital intensity • discuss the benefits and limitations of labour intensive and capital intensive production processes • justify the appropriateness of each method in a given situation 	<ul style="list-style-type: none"> • Ways of improving productivity <ul style="list-style-type: none"> - Job - Batch - Flow - Line • Production methods <ul style="list-style-type: none"> - Job - Batch - Flow - Line • Capital intensity vs labour intensity 	<p>making</p> <ul style="list-style-type: none"> • Describing measures of productivity • Suggesting ways of improving productivity • Discussing methods of production • Visiting local production units to assess the production methods used • Evaluating the appropriateness of each production method • Discussing advantages and disadvantages of switching from one production method to another • Distinguishing between labour and capital intensity • Evaluating the benefits and limitations of labour intensive and capital intensive production processes <p>Discussing the appropriateness of each method in a given situation</p>	<ul style="list-style-type: none"> • Recommended text books • Local manufacturing businesses • Charts • ICT tools
<p>Scale of operation</p>	<ul style="list-style-type: none"> • discuss the advantages and disadvantages of operating at a small or large scale 	<ul style="list-style-type: none"> • Scale of operation: <ul style="list-style-type: none"> - Economies of scale - Diseconomies of scale 	<ul style="list-style-type: none"> • Explaining the advantages and disadvantages of operating at a small or large scale 	

8.2 FORM 6

8.2.1 THE ENTERPRISING ENVIRONMENT

TOPIC	LEARNING OBJECTIVES: learners should be able to:	CONTENT (Knowledge, skills and attitude)	SUGGESTED ACTIVITIES AND NOTES	SUGGESTED RESOURCES
Ways of enterprising	<ul style="list-style-type: none"> discuss the various ways of enterprising 	<ul style="list-style-type: none"> Business ventures such as bee farming, mushroom farming, vending, software development 	<ul style="list-style-type: none"> Explaining the various ways of enterprising 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS Resource person Relevant statutory instruments Charts
Enterprise opportunities and risks	<ul style="list-style-type: none"> discuss possible enterprise opportunities and risks 	<ul style="list-style-type: none"> Enterprise opportunities and risks 	<ul style="list-style-type: none"> Identifying opportunities and risks for any given business venture 	
Enterprise constraints and ethical issues	<ul style="list-style-type: none"> analyse enterprise constraints 	<ul style="list-style-type: none"> Enterprise constraints such as : <ul style="list-style-type: none"> political, legal, social, ecological, economic 	<ul style="list-style-type: none"> Analysing enterprise opportunities and risks Discussing enterprise constraints 	
Acquiring and sustainable use of resources	<ul style="list-style-type: none"> evaluate the importance of being ethical in business explain ways of acquiring and sustainable use of resources 	<ul style="list-style-type: none"> Business ethics Means of acquiring resources such as: hire purchase, Built-Own-Transfer, Built-Own-Operate-Transfer, Efficient utilisation of resource 	<ul style="list-style-type: none"> Outlining ethical issues in business Evaluating the importance of ethical issues in business Discussing the ways of acquiring and efficiently utilizing resources 	

8.2.2 ENTERPRISE FORMULATION AND GROWTH

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Measurement of business size	<ul style="list-style-type: none"> Identify criteria of measuring enterprise size 	<ul style="list-style-type: none"> Criterion to measure size of enterprises 	<ul style="list-style-type: none"> Explaining criteria used to measure enterprise size 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS
Small to Medium sized Enterprises (SMEs)	<ul style="list-style-type: none"> Analyse the role of SMEs in the economy 	<ul style="list-style-type: none"> Roles of SMEs in an economy 	<ul style="list-style-type: none"> Evaluating the roles of SMEs in an economy 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments Charts
Survival and growth strategies of a business enterprise	<ul style="list-style-type: none"> Identify enterprises survival and growth strategies 	<ul style="list-style-type: none"> Enterprise survival and growth strategies 	<ul style="list-style-type: none"> Discussing survival and growth strategies of an enterprise 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments Charts
Strategies of breaking into foreign markets	<ul style="list-style-type: none"> Explain strategies that can be used by enterprises to break into foreign markets 	<ul style="list-style-type: none"> Foreign markets entry strategies 	<ul style="list-style-type: none"> Evaluating strategies that can be used by an enterprises for foreign market entry 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments Charts

8.2.3 BUSINESS PLANNING

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Managing growing business enterprise	<ul style="list-style-type: none"> Describe ways of managing a growing business enterprise 	<ul style="list-style-type: none"> Strategies to cope with growing business enterprise 	<ul style="list-style-type: none"> Explaining strategies of managing a growing business enterprise 	<ul style="list-style-type: none"> Recommended textbooks Case studies ICT tools: internet Newspaper cuttings JAWS Resource person Relevant statutory instruments Charts
Laws and regulations governing enterprises startup and operations	<ul style="list-style-type: none"> Analyse the laws and regulations that govern business enterprise startup and operations 	<ul style="list-style-type: none"> Laws and regulations governing business enterprise startup and operations 	<ul style="list-style-type: none"> Discussing the laws and regulations in place governing business enterprise startup and operations 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments Charts
Enterprise project	<ul style="list-style-type: none"> Apply practical skills in effective running of a business enterprise 	<ul style="list-style-type: none"> Strategies to effectively run a business enterprise 	<ul style="list-style-type: none"> Discussing effective ways of running a business enterprise 	<ul style="list-style-type: none"> Resource person Relevant statutory instruments Charts

8.2.4 ENTERPRISE FINANCE AND ACCOUNTING

TOPIC	OBJECTIVES Learners should be able to:	CONTENT (Attitudes, Skills and Knowledge)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Ratio analysis	<ul style="list-style-type: none"> explain the different types of accounting ratios calculate ratios from given data evaluate the importance of ratio analysis in enterprise 	<ul style="list-style-type: none"> Accounting ratios such as : <ul style="list-style-type: none"> -profitability ratio -liquidity ratio -investment ratio -Capital structure ratio 	<ul style="list-style-type: none"> Discussing accounting ratios Calculating accounting ratios Interpretation of ratios Applying accounting ratio information in decision making 	<ul style="list-style-type: none"> Financial statements Recommended textbooks Charts JAWS Newspapers ICT tool
Investment Appraisal Techniques	<ul style="list-style-type: none"> calculate Payback Period (PP), Net Present Value (NPV) and Average Rate of Return (ARR) evaluate the appraisal methods explain the influence of qualitative factors on final investment decisions. 	<ul style="list-style-type: none"> Investment Appraisal Techniques <ul style="list-style-type: none"> -Payback Period -Net Present Value -Average Rate of Return 	<ul style="list-style-type: none"> Calculating PP, NPV and ARR Debating on the advantages and disadvantages of each techniques Discussing qualitative factors on investment decisions 	<ul style="list-style-type: none"> Recommended text books ICT tools
Decision Trees	<ul style="list-style-type: none"> draw decision trees calculate expected value make decision using decision tree diagrams evaluate the importance of decision trees to a business decision 	<ul style="list-style-type: none"> Decision Tree Diagram <ul style="list-style-type: none"> - elements of a decision tree diagram - expected value - probability 	<ul style="list-style-type: none"> Drawing a decision tree diagram Making decisions using a tree diagram Discussing the importance of decision trees in businesses 	<ul style="list-style-type: none"> Recommended textbooks Charts Newspapers ICT tools
Cost-Benefit Analysis (CBA)	<ul style="list-style-type: none"> describe the concept of cost-benefit analysis evaluate the importance of cost-benefit analysis in business 	<ul style="list-style-type: none"> Cost-Benefit Analysis <ul style="list-style-type: none"> - Economic and Social benefits - economic and social costs 	<ul style="list-style-type: none"> Debating the advantages and disadvantages of cost-benefit analysis Applying CBA to local projects 	<ul style="list-style-type: none"> Recommended textbooks Charts Newspapers ICT tools
Budgeting	<ul style="list-style-type: none"> discuss the importance of budgeting in enterprises 	<ul style="list-style-type: none"> Importance of budgets to 	<ul style="list-style-type: none"> Evaluating the importance of budget 	<ul style="list-style-type: none"> Recommended textbooks

	<ul style="list-style-type: none"> explain different types of budgets 	<p>an enterprise</p> <ul style="list-style-type: none"> Types of budgets such as : <ul style="list-style-type: none"> cash budget sales budget purchases budget master budget 	<ul style="list-style-type: none"> Discussing different types of budgets Preparing a sample budget 	<ul style="list-style-type: none"> Charts JAWS Newspapers ICT tools
--	--	---	--	---

8.2.5 PEOPLE IN BUSINESS ENTERPRISES

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Human Resources Management (HRM)	<ul style="list-style-type: none"> explain the purpose and functions of HRM in a business enterprise discuss the role of human resource planning in a business enterprise 	<ul style="list-style-type: none"> HRM functions such as human resources planning, recruitment, selection, training and development, job evaluation, remuneration, performance appraisal Human resources planning: <ul style="list-style-type: none"> Determining job demand Job advertisement Job description Job specification Employment contract Discipline 	<ul style="list-style-type: none"> Discussing the HRM functions in a business organization Holding simulations such as : interviews, training, performance reviews, Discussing the role of human resource managers in human resource planning Preparing Human Resources tools such as job descriptions, job advertisements 	<ul style="list-style-type: none"> Recommended textbooks Charts JAWS Newspapers ICT tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> • explain the function of Human Resources managers in labour/management relations • analyse the stages in the negotiation process 	<ul style="list-style-type: none"> • Labour/management relations: <ul style="list-style-type: none"> - Labour legislation - Collective bargaining - Dispute settlement - Promotion of cooperation between management and work-force • Need for negotiation Stages in the negotiation process: <ul style="list-style-type: none"> - Preparation - Establishing the negotiating environment - Exploring needs - Testing understanding and summarizing - Negotiating your position - Reaching agreement 	<ul style="list-style-type: none"> • Explaining management function in labour relations • Holding simulations such as : hearings, termination of contract, grievance handling procedure • Assessing the stages in the negotiation process 	<ul style="list-style-type: none"> • Recommended textbooks • Charts • ICT tools
<ul style="list-style-type: none"> • distinguish between training and development • evaluate the different training methods • assess the importance of training in a business enterprise • discuss the significance of job evaluation to a business enterprise • explain the role of HRM pertaining to health and safety at the work place 	<ul style="list-style-type: none"> • Training and development • Job evaluation • Health and safety 	<ul style="list-style-type: none"> • Differentiating between training and development • Assessing the appropriateness of the different training methods • Discussing the significance of training in business enterprise • Assessing the importance of job evaluation • Discussing role of HRM in health and safety 	<ul style="list-style-type: none"> • Recommended text books • ICT tools 	

8.2.6 MARKETS AND MARKETING

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Marketing Mix	<ul style="list-style-type: none"> • Explain the components of marketing mix • describe a product and its features • outline the new product development(NPD) process • illustrate the product life cycle (PLC) model • evaluate the importance of NPD, PLC, packaging and branding • evaluate factors influencing pricing decisions • evaluate the appropriateness of different pricing strategies 	<ul style="list-style-type: none"> • Components of marketing mix (7Ps) <ul style="list-style-type: none"> - product - price - promotion - place - physical evidence - people - processes • Product features <ul style="list-style-type: none"> - new product development (NPD) - product life cycle(PLC) - packaging - branding • Price: <ul style="list-style-type: none"> Factors influencing pricing decisions <ul style="list-style-type: none"> - costs - competition - demand - market condition - business objectives • Pricing Strategies <ul style="list-style-type: none"> - penetration price strategy - skimming price strategy - price discrimination - competitive pricing 	<ul style="list-style-type: none"> • Describing market mix variables • Identifying features of a product • Designing and developing a new product • Discussing the importance of NPD ,PLC, packaging and branding • Debating factors influencing pricing decisions • Discussing appropriateness of pricing strategies 	<ul style="list-style-type: none"> • Charts • Recommended text books • Journals • Newspapers

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> • evaluate various promotional tools • explain factors influencing promotional budget • evaluate different promotional media and advertising agencies • describe various distribution channels • evaluate factors influencing choice of distribution channels • Assess the impact of each marketing mix variables business enterprise • Explain the importance of each 	<ul style="list-style-type: none"> • Promotion promotional tools <ul style="list-style-type: none"> - advertising - sales promotion - direct marketing - personal selling - interactive/internet marketing - public relations/publicity • Promotional budget • Promotional media and agencies such as radio, internet, newspapers • Place factors influencing choice of distribution channels <ul style="list-style-type: none"> - nature of product - costs, nature of the market and their location - present distribution method of the firm - methods adopted by competitors segments of the market served <ul style="list-style-type: none"> • Market diffusion and product control • People <ul style="list-style-type: none"> - recruitment of right staff 	<ul style="list-style-type: none"> • Describing various promotional tools • Discussing factors influencing promotional budget • Preparing a promotional budget using the running project • Promoting a school function or product using various media • Discussing the factors influencing choice of distribution channels • Evaluating the impact of market 	

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> marketing mix variable (7 Ps) 	<ul style="list-style-type: none"> - training of staff - internal marketing • Processes <ul style="list-style-type: none"> - service delivery procedures - customer centredness of procedures • Physical Evidence <ul style="list-style-type: none"> - ambience - cleanliness - signage - structures - equipment • Integration of the marketing mix variables 	<p>mix variable</p> <ul style="list-style-type: none"> • Discussing the interdependence of the marketing mix variables • Identify suitable market strategies for a chosen local project 	
Product portfolio planning	<ul style="list-style-type: none"> • explain the term product portfolio planning • evaluate the usefulness of product portfolio planning models • apply product portfolio planning models on enterprises 	<ul style="list-style-type: none"> • Product portfolio planning • Product portfolio planning models such as: <ul style="list-style-type: none"> - Boston matrix - Ansoff matrix 	<ul style="list-style-type: none"> • Discussing product portfolio planning • Analyzing Boston Matrix and Ansoff Matrix • Implementing Boston Matrix and Ansoff Matrix on enterprises 	<ul style="list-style-type: none"> • Charts • Recommended text books • Journals • Newspapers

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
E-business and the enterprise	<ul style="list-style-type: none"> • explain the concept of e-business • evaluate the importance of e-business for an enterprise • conduct business online 	<ul style="list-style-type: none"> • E-commerce <ul style="list-style-type: none"> - Business models such as B2B, B2C, B2G • E-marketing such as website, social media, electronic media 	<ul style="list-style-type: none"> • Discussing the concept of e-business • Describing with the aid of examples e-marketing and e-commerce • Discussing the pros and cons of conducting business online 	<ul style="list-style-type: none"> • Charts • Recommended text books • ICT tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
Inventory Management	<ul style="list-style-type: none"> explain the role and purpose of stock control within business 	<ul style="list-style-type: none"> role and purpose of stock control 	<ul style="list-style-type: none"> Discussing the role and purpose of stock control 	<ul style="list-style-type: none"> Recommended text books ICT tools Local business
	<ul style="list-style-type: none"> identify the benefits and costs of holding stock and not holding stock explain ways of reducing stock holding costs whilst minimising the risk of stock-out evaluate the different methods of stock control explain the use of stock control chart in inventory management examine the factors that influence the level of stock held by a business at any given point 	<ul style="list-style-type: none"> Stock holding benefits and costs Stock control methods <ul style="list-style-type: none"> Just in time Economic order quantity Stock control chart Factors determining level of stock held 	<ul style="list-style-type: none"> Discussing the benefits and cost of holding stock and not holding stock Suggesting ways of reducing stock holding costs whilst minimising the risk of stock-out Discussing the different methods of stock control Managing project stock using appropriate stock control methods Researching and presenting on factors influencing the level of stock held by a business at any given point 	<ul style="list-style-type: none"> Recommended text books ICT tools Local businesses
Quality control and assurance	<ul style="list-style-type: none"> distinguish between quality control and quality assurance discuss the importance of quality control and quality assurance in production evaluate methods of quality control and quality assurance 	<ul style="list-style-type: none"> Differences between quality control and quality assurance Importance of quality control Methods of quality control and quality assurance such as: <ul style="list-style-type: none"> Total quality management Quality assurance standards 	<ul style="list-style-type: none"> Differentiating quality control from quality assurance Discussing the advantages and disadvantages of quality control in production Discussing the methods of quality control and quality assurance Visiting local manufacturing businesses 	<ul style="list-style-type: none"> Recommended text books ICT tools Local businesses Standards Association of Zimbabwe

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT (Knowledge, skills and attitude)	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
		<ul style="list-style-type: none"> - Benchmarking - Training and development - Inspection and testing - Quality circles • Kaizen (continuous improvement) 		
Critical Path Analysis (CPA)	<ul style="list-style-type: none"> • explain the main features of a network diagram • calculate minimum project duration using given diagrams • evaluate the significance of CPA 	<ul style="list-style-type: none"> • Features of network diagram <ul style="list-style-type: none"> - node - activity - dummy - critical activities - non-critical activities - critical path - float 	<ul style="list-style-type: none"> • Identifying elements of network diagram • Explaining the elements of a network diagram • Calculating minimum project duration using given diagrams • Discussing the usefulness of CPA in an enterprise 	<ul style="list-style-type: none"> • Recommended text books • Local construction companies • ICT tools
Work study	<ul style="list-style-type: none"> • explain the concept work study • evaluate the importance of work study 	<ul style="list-style-type: none"> • Method study • Time/Measurement study 	<ul style="list-style-type: none"> • Discussing concepts of method study and time/measurement study • Carrying out the studies local business ventures • Debating the significance of work study in an enterprise 	<ul style="list-style-type: none"> • Recommended text books • ICT tools

9.0 ASSESSMENT

9.1 ASSESSMENT OBJECTIVES

Learners will be assessed on their ability to:

- explain relevant terms used in Business and Enterprise Skills
- demonstrate knowledge of principles, techniques and ideas in Business and Enterprise Skills
- interpret information through numeracy and literacy
- analyse significant factors to consider in business and enterprise situations
- apply knowledge, critical understanding and enterprising skills to business situations
- make informed decisions on enterprising issues
- communicate business information in a logical and coherent manner
- execute acquired enterprising skills in business projects in an ethical manner

9.2 SCHEME OF ASSESSMENT

The syllabus scheme of assessment is grounded on the principle of inclusivity. Arrangements, accommodations and modifications should be visible in both continuous and summative assessment to enable learners with special needs to access assessment.

Continuous and summative assessment will be done in the theory, assignment and practical components of the syllabus. Weighting of the components are as follows:

Continuous Assessment	40%
Summative Assessment	60%

9.2.1 SPECIFICATION GRID

Paper	Knowledge with Understanding %	Application %	Analysis %	Evaluation %	Total %
1	10	10	6	4	30
2	10	8	7	5	30
Total	20	18	13	9	60

9.2.2 CONTINUOUS ASSESSMENT

Continuous Assessment will comprise theory tests, projects and assignments as illustrated below:

Terms	1	2	3	4	5	6	Weighting %
Theory Tests		1	1	1	1	-	10
Assignments	1	1	1	1	1	-	10
Practical Projects					1 (20%)		20
TOTAL							40

9.3 SUMMATIVE ASSESSMENT

Paper 1: Case Study

The paper consists of 2 sections

Section A:	Structured questions	40 marks
Section B:	2 Case studies	60 marks

Time: 3 hours

Weighting: 30%

Paper 2: Essays

4 essays out of 10 will be answered 100 marks

Time: 3 hours

Weighting: 30%

9.4 EXAMINATIONS

Title	Duration	Marks	Weighting (%)
Paper 1 – Case Study	3 hours	100	30
Paper 2 – Essays	3 hours	100	30

9.5 ASSESSMENT MODEL

Business Enterprise Skills learning area will be assessed through continuous and summative assessment

