

S1 BUSINESS AND ENTERPRISE

Pupils will learn about business and enterprise using a 'hands on' approach. They will develop, produce and sell a product. Topics will be constantly related to 'real life' in order to demonstrate the practical relevance.

What skills will pupils develop?

- Working with others
- ICT
- Employability
- Enterprising
- Organisational skills
- Reading, writing, listening and talking
- Money, Information handling

In S1 pupils will study 4 units:

Unit 1 – Introduction to business

This topic will include:

- Needs and wants
- Goods and services
- Factors of production placing emphasis on the entrepreneur
- Informative and persuasive advertising

Unit 2 – Enterprise Activity

This topic will include:

- Market research
- Target marketing
- Methods of production
- Ethics in business
- Pupils will develop, design and produce a product for sale

Unit 3 – The T Shirt company

This topic will include:

- Decision making in business
- Slogans and logos
- Basic trading, profit and loss accounts

Unit 4 – Kettles Koffee

This topic will include:

- Location
- Finance
- Marketing
- Production