

ASCOT HIGH SCHOOL
Department of Business Studies and Information
Grade 11 Course Outline – September to December
Christmas Term (12 Weeks)

Week/Date	Unit	Topic	General Objectives	Suggested Activities/Assignments
Week 1 (Sept 1, 4–5)*	–	Orientation for Grade 7–11	Orientation for grade 7–11	–
Week 2 (Sept 8–12)	Marketing	Marketing Strategy: The Marketing Mix	Understand the terms market and marketing. Understand the nature of the marketing mix. Appreciate various marketing activities.	Class activity, class discussion, homework
Week 3 (Sept 15–19)	Marketing	Market Research	Understand the concept market research. Understand the various types of market research. Appreciate the reasons for conducting a market research.	Class activity, class discussion on SBA research & methodology, homework
Week 4 (Sept 22–26)	Marketing	Market Structure	Know the type of market structures. Understand the Market Structures. Appreciate Caribbean examples of each market structure.	Class activity, class discussion
Week 5 (Sept 29–Oct 3)	Marketing	Pricing and Consumer Behaviour	Understand how price is determined. Appreciate the factors that influence consumer behaviour.	Class activity, class discussion

Week 6 (Oct 6–10)	Marketing	Promotion and Sales	<p>Know the forms of packaging and presentation of goods. Understand the methods of promoting sales. Appreciate the various terms of sales.</p> <p>Understand the term intellectual property. Understand the four main types of intellectual property. Appreciate the functions of consumer organizations.</p>	Class activity, class discussion
Week 6 (cont'd)	Marketing	Consumer Protection and Intellectual Property		Class activity, class discussion
Mid-Term Break (Oct 16–20 – National Heroes Day)	–	–	–	–
Week 7 (Oct 21–24)	Logistics & Supply Chain	Managing Supply Chains	<p>Understand the term logistics and supply chain operations. Understand the distribution chain. Interpret the advantages and challenges of supply chain management. Appreciate the impact logistic and supply chain operation has on the competitiveness of a business.</p>	Class activity, class discussion

Week 8 (Oct 27–31)	Logistics & Supply Chain	Transportation	<p>Know various forms of transportation.</p> <p>Know the importance of transport in marketing.</p> <p>Understand the methods of transporting and problems that can be encounter in distribution.</p> <p>Appreciate measures use to mitigate distribution issues.</p>	Class activity, class discussion
Week 9 (Nov 3–7)	Logistics & Supply Chain	Overcoming Problems in Distribution & IT Impact	<p>Understand the problems likely to be encounter in distribution.</p> <p>Understand the methods to mitigate problems in distribution.</p> <p>Appreciate the impact of technology on logistics and supply chain operation.</p>	Class activity, class discussion
Week 10–11 (Nov 10–21)	—	SBA Work & Revision	SBA Completion and preparation, review of topics	SBA draft completion, peer review, presentations
Week 12 (Nov 24–28)	—	Consolidation & Mock Prep	Revision of all topics	Review activities, revision games
Week 13–14 (Dec 1–5 / Dec 8–16)	—	Sessional Test 2 & Presentations	Sessional Test 2 presentations	Written test, oral presentations

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Learning Theory	Explanation of Theory	Classroom Activity (Theory-Based)
Behaviorism	Reinforcing positive behavior sets classroom tone	Icebreaker + class rules quiz
Social Constructivism	Learning occurs best through collaboration and sharing of marketing ideas	Group project: Develop 4Ps strategy for a school-based product
Constructivism	Students construct knowledge by applying research methods to real cases	Conduct a mini survey and analyze findings
Cognitive Learning Theory	Organizing concepts into schemas helps compare and contrast structures	Diagram showing Caribbean examples of market structures
Social Learning Theory	Students learn by observing and analyzing consumer behavior	Case study: How price affects sales of a product

Experiential Learning

Hands-on engagement with promotion builds real-world skills

Design an advertisement or sales promotion

Humanism

Emphasizes ethics, rights, and responsibility

Debate: “Should consumers always be protected at all costs?”

Cognitive Load Theory

Simplifying complex supply chains improves understanding

Draw a flowchart of a supply chain for a local product

Constructivism	Students apply prior knowledge to analyze transport and distribution	Group task: Design a transportation plan for a product
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Connectivism	Emphasizes digital tools and networks in learning	Map how IT tools improve supply chains
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Constructivism	SBA allows application of theory to authentic work	Peer review & feedback sessions
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Spiral Learning Theory	Revisiting topics improves retention and mastery	Jeopardy-style revision game
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Experiential Learning	Performance-based assessment shows applied skills	SBA business plan presentation
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Week/Date	Unit	Topic
Exam Period (Jan 5–9)	–	End of Term Exams
Week 1 (Jan 12–16)	Business Finance	Commercial Banking Sector
Week 1 (cont'd)	Business Finance	Central Bank Role and Function
Week 2 (Jan 19–23)	Business Finance	Business Finance & Personal Finance
Week 3 (Jan 26–30)	Role of Government in Economy	Government and Business
Week 3 (cont'd)	Role of Government in Economy	Taxation
Week 4 (Feb 2–6)	Government and Society	Environmental & Consumer Protection
Week 4 (cont'd)	Government and Society	Social Accounting & Global Trade

Week 5 (Feb 9–13)	National Income & Economic Growth	National Income & Economic Growth and Development
Week 5 (cont'd)	National Income & Economic Growth	Trade
Week 6 (Feb 16–27)	Regional & Global Business Environment	Regional & Global Economic Institutions and Systems
Week 6 (cont'd)	Regional & Global Business Environment	Caribbean Business Environment
Week 7–10 (Mar 1–Apr 30)		—
Week 11–13 (May 1–Jul 3)		—

ASCOT HIGH SCHOOL
Department of Business Studies and Information Tech
Grade 11 Course Outline – January to March 20

General Objectives	Suggested Activities/Assignments
Exam Period	—
1. Know the term commercial bank 2. Understand the role of commercial banks 3. Appreciate the services offered by commercial banks	Short answer questions, group/pair discussion, class/homework activity, case study; Watch video: How Banks Create Money
1. Know the term Central Bank 2. Understand the functions of the Central Bank 3. Appreciate the relationship between the Central Bank and commercial banks	Group/pair discussion, class/homework activity, short answer question, case study; Read material on monetary policy: Monetary Policy Tools
1. Know the terms saving and budget 2. Understand how individuals manage personal income 3. Understand sources of short-term and long-term financing 4. Differentiate between saving and investment 5. Appreciate the role of the stock market	Short answer question, group/pair discussion, class/homework activity
1. Know ways by which government regulates business activity 2. Understand government responsibilities in an economy 3. Appreciate assistance offered to businesses	Short answer question, group/pair discussion, class/homework activity
1. Know purposes of taxation 2. Understand difference between direct and indirect taxes 3. Appreciate difference between progressive, regressive, and proportional taxation	Short answer question, group/pair discussion, class/homework activity
1. Know ways business could protect environment 2. Understand measures used by government to protect consumers 3. Evaluate impact of social services	Short answer question, group/pair discussion, class/homework activity, case study
1. Know terms standard of living and quality of life 2. Know differences between standard of living and quality of life 3. Understand factors determining standard of living 4. Appreciate indicators of quality of life	Short answer question, group/pair discussion, class/homework activity

1. Understand concept and approaches of national income and its variants 2. Differentiate between economic growth and development 3. Appreciate role of education in economic growth and development	Short answer question, group/pair discussion, class/homework activity
1. Understand reasons for international trade 2. Differentiate between balance of trade and balance of payments 3. Appreciate measures to address balance of payments problems	Short answer question, group/pair discussion, class/homework activity
1. Understand major economic institutions and systems in the Caribbean 2. Appreciate their functions	Short answer question, group/pair discussion, class/homework activity
1. Understand major economic problems in the Caribbean 2. Appreciate possible solutions to economic problems	Short answer question, group/pair discussion, class/homework activity, case study

Learning Theory	Explanation of Theory	Classroom Activity (Theory-Based)
Behaviorism	Reinforces knowledge through assessment	Diagnostic test / review
Cognitive Learning Theory	Organizes banking concepts for better understanding	Students create a diagram showing how commercial banks operate
Constructivism	Students construct understanding of central bank roles from observed examples	Compare central bank functions with commercial bank services; present findings
Experiential Learning	Students learn through applying financial concepts to real-life scenarios	Students create a personal budget or savings plan and present
Social Learning Theory	Students learn through discussion and observing examples	Debate on government assistance to businesses; share examples
Cognitive Learning Theory	Organizing taxation concepts improves understanding	Case study: Identify types of taxes and discuss in groups
Humanism	Focuses on societal impact and ethical responsibility	Role-play: Plan a business that complies with environmental regulations
Constructivism	Students build understanding by comparing countries	Analyze Caribbean countries' indicators of standard of living and quality of life; present findings

Cognitive Learning Theory	Organizing economic concepts aids comprehension	Create a flowchart linking education, growth, and development
Experiential Learning	Learning by applying trade concepts to real-world examples	Analyze Jamaica's trade data and suggest solutions for trade deficits
Constructivism	Students learn by connecting knowledge of institutions to real-world examples	Map key Caribbean economic institutions and describe their roles Case study: Propose solutions for Caribbean economic issues and present to class
Problem-Based Learning	Students develop solutions to real economic problems	
Spiral Learning Theory	Revisiting topics improves mastery	Peer review, Kahoot-style revision, group presentations
Experiential Learning	Assessment demonstrates applied skills	SBA presentations, class discussion, peer feedback