



ZIMBABWE

MINISTRY OF PRIMARY AND SECONDARY EDUCATION

**BUSINESS ENTERPRISE SKILLS
(NON-FORMAL) SYLLABUS
LEVELS 1-2**

2015-2022

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BUSINESS ENTERPRISE SKILLS

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1.0 PREAMBLE

1.1 INTRODUCTION

The Compressed Business Enterprise Skills (Non-Formal) Syllabus is a 2 year learning area covering Levels 1 – 2. The learning area intends to develop in learners skills in enterprising, leadership, resource management, problem solving and critical thinking. This learning area will enable learners to interact with and participate in the changing enterprising environment, through the use of their learnt financial skills, competencies and knowledge, thus enhancing enterprise success.

1.2 RATIONALE

The study of Business Enterprise Skills equips learners with practical enterprise skills, value addition skills and business enterprising ethics such as self-management, business integrity, volunteerism (corporate social responsibility) and dignity of labour. This enables learners to operate successful enterprises in the prevailing socio-economic, cultural, political and technological environment. It promotes self-reliance for the enhancement of economic growth through the ownership of, access to and utilisation of means of production, as enshrined in the prevailing national economic policies.

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

- Business Leadership
- Business Communication
- Critical thinking
- Problem solving
- Creativity and innovation
- Decision making
- Team building

1.3 SUMMARY OF CONTENT

This syllabus intends to provide a theoretical and practical knowledge base for learners in areas such as enterprising environment, business planning, setting up a new enterprise, operations management, financial management, human resource management and marketing.

1.4 ASSUMPTIONS

It is assumed that learners:

- have a desire for self-reliance through running their own enterprises
- desire to contribute economically to the community and the nation at large
- have access to some means of production
- are constantly participating in, and interacting with business enterprise activities such as buying and selling
- are aware of the prevailing business environment
- interact with Information Communication Technology (ICT) tools.

1.5 CROSS CUTTING THEMES

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

- Information Communication Technology (ICT)
- Environmental issues
- Collaboration
- Disaster risk management
- Financial literacy
- Unhu/Ubuntu/Vumunhu

2.0 PRESENTATION OF SYLLABUS

The Compressed syllabus is presented as a single document catering for Levels 1 –2

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
- create employment through new business ventures
- enhance lifelong skills such as creativity, innovation, problem solving and decision making allowing them to contribute to economic development.

4.0 SYLLABUS OBJECTIVES

By the end of 2 years of non-formal secondary education, learners should be able to:

- analyse the environment in which business and enterprise activities take place
- demonstrate knowledge and understanding of facts, terms, concepts, functions of the business enterprise skills
- apply knowledge and skills to solve problems in a business situation
- make accurate judgments on business issues
- apply ICTs in business activities
- communicate business information in a coherent and logical manner
- demonstrate an enterprising culture, 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, and promote employment creation, indigenization, self-reliance and relevance, should influence the choice of teaching and learning methods in Business Enterprise Skills.

The following methods are suggested.

- Mini enterprise approach
- Problem solving
- Demonstrations
- Case studies
- Educational tours
- Research
- Group work
- Role play
- Guided discovery
- Seminars
- Debates
- Project work
- Shadowing
- School on the shop floor

5.2 TIME ALLOCATION

To enable adequate coverage of the content, Levels 1-2 Business Enterprise Skills should be allocated at least 2 hours per week, while taking cognisance that learners should create more time for their own studies.

Learners should be engaged in at least **one** educational tour per year and **one** seminar per term.

Learners should complete at least two enterprising projects on continuous assessment [one project in Level 1 and the other in Level 2].

6.0 TOPICS

The syllabus topics are as follows:

- The Business Enterprise
- The Enterprising Environment
- Setting Up a New Enterprise
- Business Planning
- Enterprise Finance and Securing Investors
- People in Business Enterprises
- Markets and Marketing
- Operations Management

BUSINESS ENTERPRISE SKILLS

7.0 SCOPE AND SEQUENCE

7.1 TOPIC 1: THE BUSINESS ENTERPRISE

LEVEL 1	LEVEL 2
<ul style="list-style-type: none"> • Enterprising • Skills and personal attributes of an enterpriser • The role of an enterpriser in an enterprise 	<ul style="list-style-type: none"> • Drivers towards enterprising

7.2 TOPIC 2: THE ENTERPRISING ENVIRONMENT

LEVEL 1	LEVEL 2
<ul style="list-style-type: none"> • Internal and external stakeholders • Internal and external environment 	<ul style="list-style-type: none"> • Business constraints • Business Opportunities and Risks
<ul style="list-style-type: none"> • Resources and capabilities 	

7.3 TOPIC 3: SETTING UP A NEW ENTERPRISE

LEVEL 1	LEVEL 2
<ul style="list-style-type: none"> • Purpose of business enterprise • Unincorporated business enterprises • Incorporated business enterprises • Setting a sole proprietorship or partnership business enterprises • Business ethics 	<ul style="list-style-type: none"> • Forms of business enterprises • Risk, ownership and limited liabilities • Formation of business enterprise • Assistance to enterprise start-ups
<ul style="list-style-type: none"> • Business size and growth • Causes of business failure 	<ul style="list-style-type: none"> • Business size • Business growth

7.4 TOPIC 4: BUSINESS PLANNING

LEVEL 1	LEVEL 2
<ul style="list-style-type: none">• Purpose of business planning• Business plan• Business objectives• Business planning process	<ul style="list-style-type: none">• Implementation of business plan

7.5 TOPIC 5: ENTERPRISE FINANCE AND SECURING INVESTORS

LEVEL 1	LEVEL 2
<ul style="list-style-type: none">• The need for finance• Sources of finance• Financial statements• Cash budgets	<ul style="list-style-type: none">• Working capital• Financial statements• Cash Budgets• Financial institutions• Business costs• Break-even analysis• Budgeting and Budgets• Securing Investors

7.6 TOPIC 6: PEOPLE IN BUSINESS ENTERPRISES

LEVEL 1	LEVEL 2
<ul style="list-style-type: none">• Functions of managers• Motivating employees	<ul style="list-style-type: none">• Motivation theories• Leadership• Business communication

LEVEL 1	LEVEL 2
	<ul style="list-style-type: none"> • Financial and non-financial methods of motivation • Organisational structure

7.7 TOPIC 7: MARKETS AND MARKETING

LEVEL 1	LEVEL 2
<ul style="list-style-type: none"> • The need for marketing • Types of markets - 	<ul style="list-style-type: none"> • Marketing research • Market segmentation • Demand forecasting • Economic integration • Marketing mix

7.8 TOPIC 8: OPERATIONS MANAGEMENT

LEVEL 1	LEVEL 2
<ul style="list-style-type: none"> • Nature of Production • Location of production • Value addition • Transport 	<ul style="list-style-type: none"> • Purchasing • Inventory management • Warehousing • Quality management • Information Communication Technologies (ICTs) in operations management

8.0 COMPETENCY MATRIX

8.1 LEVEL 1

8.1.1 THE BUSINESS ENTERPRISE

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Enterprising 	<ul style="list-style-type: none"> explain the concept of enterprising 	<ul style="list-style-type: none"> Concept of enterprising <p>Meaning of:</p> <ul style="list-style-type: none"> -Enterprising, -Enterpriser, -Enterprise 	<ul style="list-style-type: none"> Defining terms Identifying enterprises which are in their communities Demonstrating enterprising activities that learners may practice at school and at home 	<ul style="list-style-type: none"> Recommended textbooks Case studies Samples of goods ICT tools: internet Resource person Relevant statutory instruments
<ul style="list-style-type: none"> Skills and personal attributes of an enterpriser 	<ul style="list-style-type: none"> identify skills and personal attributes needed to run an enterprise explain skills and personal attributes of a good enterpriser apply leadership skills in a given project identify the benefits and drawbacks of enterprising 	<ul style="list-style-type: none"> Skills and personal attributes such as leadership, innovation, creativity, team building, delegation, problem solving, as self-confidence, determination to succeed, perseverance. Benefits and drawbacks of enterprising 	<ul style="list-style-type: none"> Describing the personal attributes and skills needed to run a new enterprise. Operating local projects Explaining the benefits and drawbacks of enterprising giving examples 	<ul style="list-style-type: none"> Recommended textbooks Charts ICT tools Newspaper cuttings Literature on our Heritage

<ul style="list-style-type: none"> • The role of an Enterpriser in an enterprise 	<ul style="list-style-type: none"> • explain the role of an enterpriser in an enterprise 	<ul style="list-style-type: none"> • Roles of an enterpriser in business such as: <ul style="list-style-type: none"> - Scanning the environment - Identifying business opportunities - Mobilizing necessary resources - Proper allocation of resources - Setting up the business - Managing business operations 	<ul style="list-style-type: none"> • Discussing the role of an enterpriser in business • Visiting enterprises in the community 	<ul style="list-style-type: none"> • Recommended textbooks • Case studies • Samples of goods • ICT tools: internet • Newspaper cuttings • Literature on our Heritage • Resource person • Relevant statutory instruments
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8.1.2 THE ENTERPRISING ENVIRONMENT

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> • Internal and external stakeholders 	<ul style="list-style-type: none"> • distinguish between internal and external stakeholders • explain the role of each internal and external stakeholder 	<ul style="list-style-type: none"> • Internal stakeholders such as : <ul style="list-style-type: none"> - the enterpriser - managers - employees • external stakeholders such as: <ul style="list-style-type: none"> - Suppliers - Competitors 	<ul style="list-style-type: none"> • Explaining the difference between internal and external stakeholders • Identifying the internal and external stakeholders • Discussing the roles of internal and external stakeholders 	<ul style="list-style-type: none"> • Journals • Newspapers • Charts • ICT tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Internal and external environment 	<ul style="list-style-type: none"> identify the internal and external environmental factors describe the internal and external environmental factors 	<ul style="list-style-type: none"> Internal and external environment <ul style="list-style-type: none"> - SWOT Analysis 	<ul style="list-style-type: none"> Listing the internal and external environmental factors Discussing the internal and external environmental factors 	<ul style="list-style-type: none"> Recommended text books Journals Newspapers ICT tools
<ul style="list-style-type: none"> Resources and capabilities 	<ul style="list-style-type: none"> differentiate resources and capabilities explain the need for resources in an enterprise explain reasons for analysing capabilities identify different types of resources required in an enterprise 	<ul style="list-style-type: none"> Resources and capabilities The need for resources and capabilities Types of resources <ul style="list-style-type: none"> -tangible such as - forests, land, water, capital, -intangible such as labour, knowledge, enterprising, expertise, skills 	<ul style="list-style-type: none"> Identifying different resources and capabilities Discussing the differences between capabilities and resources Explaining the need for resources in an enterprise Describing different types of resources 	<ul style="list-style-type: none"> Examples of tangible resources

8.1.3 SETTING UP A NEW ENTERPRISE

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Purpose of business enterprise 	<ul style="list-style-type: none"> explain the purpose of business enterprises 	<ul style="list-style-type: none"> Purpose of the business enterprises such as: employment creation, infrastructural development 	<ul style="list-style-type: none"> Discussing the purpose of business enterprises 	<ul style="list-style-type: none"> Newspapers Local businesses

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Unincorporated Business enterprises 	<ul style="list-style-type: none"> identify forms of unincorporated business enterprises describe the forms of unincorporated business' enterprises explain advantages and disadvantages of unincorporated business enterprises 	<ul style="list-style-type: none"> Forms of business enterprises such as: sole proprietorship, partnership Characteristics of business enterprises <p>Advantages and disadvantages of unincorporated business enterprises</p>	<ul style="list-style-type: none"> Discussing forms of business enterprises Explaining forms of business enterprises Debating on the advantages and disadvantages of unincorporated business enterprises 	<ul style="list-style-type: none"> Recommended textbooks Newspapers Local businesses
<ul style="list-style-type: none"> Incorporated business enterprises 	<ul style="list-style-type: none"> identify forms of incorporated business enterprises explain the features of incorporated business enterprises analyze the benefits and limitations of different incorporated business enterprises 	<ul style="list-style-type: none"> Limited companies and cooperatives features of incorporated business enterprises Benefits and limitations of incorporated business enterprises 	<ul style="list-style-type: none"> Describing different forms of incorporated business enterprises Explaining features of different incorporated business enterprises Debating on the benefits and limitations of incorporated business enterprises 	<ul style="list-style-type: none"> Recommended textbooks
<ul style="list-style-type: none"> Setting up a sole proprietorship and Partnership 	<ul style="list-style-type: none"> identify the requirements of setting up a business enterprise establish a sole proprietorship or partnership business enterprise 	<ul style="list-style-type: none"> Requirements of setting up a sole proprietorship and a partnership Process of forming a business enterprise 	<ul style="list-style-type: none"> Discussing the requirements of setting up business enterprises Visiting business enterprises Compiling information on formation of business enterprise 	<ul style="list-style-type: none"> ICT tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Business ethics 	<ul style="list-style-type: none"> explain issues concerning business ethics evaluate the importance of being ethical in business apply business ethics in their projects 	<ul style="list-style-type: none"> Business ethics 	<ul style="list-style-type: none"> Discussing issues concerning business ethics Debating the advantages and disadvantages of a business being ethical or not ethical applying business ethics in running projects 	<ul style="list-style-type: none"> Code of Business Ethics ICT Tools
<ul style="list-style-type: none"> Business size and growth 	<ul style="list-style-type: none"> describe factors influencing business growth 	<ul style="list-style-type: none"> Factors influencing business growth such as: capital, competition, management, labour and location 	<ul style="list-style-type: none"> Discussing the factors influencing business growth 	<ul style="list-style-type: none"> Textbooks I.C.T tools
<ul style="list-style-type: none"> Causes of business failure 	<ul style="list-style-type: none"> discuss the reasons why some businesses fail suggest solutions to causes of business failure 	<ul style="list-style-type: none"> Causes of business failure such as: poor management, poor recording keeping and lack of finance 	<ul style="list-style-type: none"> Explaining causes of business failure Describing causes of business failure Investigating signs of failure/weaknesses in school projects Discussing solutions to causes of business failure 	<ul style="list-style-type: none"> Textbooks I.C.T tools Local business centre

8.1.4 BUSINESS PLANNING

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Business planning 	<ul style="list-style-type: none"> explain business planning and a business plan describe importance of business planning explain importance of a business plan design a mini-business plan 	<ul style="list-style-type: none"> The purpose for business planning Business plan 	<ul style="list-style-type: none"> Discussing purpose of business planning Discussing importance of business planning and business plan Dramatising importance of business plan Listing the elements of business plan Creating a mini-business plan 	<ul style="list-style-type: none"> Recommended textbooks Samples of business plans Computers Software packages such as business in a box
<ul style="list-style-type: none"> Business objectives 	<ul style="list-style-type: none"> identify different business objectives 	<ul style="list-style-type: none"> Business objectives such as: <ul style="list-style-type: none"> -Profit maximization -Growth -Survival -Sales revenue -Corporate social responsibility -Ethical 	<ul style="list-style-type: none"> Describing business objectives 	<ul style="list-style-type: none"> textbooks Samples of business plans Computers Software packages such as business in a box
<ul style="list-style-type: none"> Business planning process 	<ul style="list-style-type: none"> describe business planning process discuss importance of each business planning step 	<ul style="list-style-type: none"> Business planning process: <ul style="list-style-type: none"> - Environmental analysis - Destiny, cause and calling 	<ul style="list-style-type: none"> explaining business planning process Describing the importance of each business planning step 	<ul style="list-style-type: none"> Recommended textbooks

	<ul style="list-style-type: none"> execute business planning process 	<ul style="list-style-type: none"> objective setting options generation, evaluation and selection implementation, review and control 	<ul style="list-style-type: none"> Presentations on business planning process carrying out business planning process 	
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8.1.5 ENTERPRISE FINANCE AND SECURING INVESTORS

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Need for business finance 	<ul style="list-style-type: none"> explain the need for finance in an enterprise explain investment and saving 	<ul style="list-style-type: none"> The need for finance Investment and saving 	<ul style="list-style-type: none"> Discussing the need for finance in an enterprise Describing investment and saving 	<ul style="list-style-type: none"> Recommended textbooks Local Financial Institutions Newspapers

<ul style="list-style-type: none"> • Sources of finance 	<ul style="list-style-type: none"> • identify sources of finance • differentiate between internal and external sources of finance • explain advantages and disadvantages of various sources of finance • identify factors to consider when choosing sources of finance 	<ul style="list-style-type: none"> • Sources of finance for different types of enterprises: <ul style="list-style-type: none"> - Internal sources such as: personal savings, family, friends, profits from investment • External sources such as: banks and other financial institutions, community sources, including charities and social enterprises, government grants and subsidies, venture capitalists and equity finance. 	<ul style="list-style-type: none"> • Listing sources of finance • Discussing differences between internal and external sources of finance • Explaining advantages and disadvantages of various sources of finance • Role playing such as a learner approaching a friend for funds to start a business • Touring financial institutions • Listing factors to consider when choosing sources of finances 	<ul style="list-style-type: none"> • Recommended textbooks • Local Financial Institutions • Newspapers
<ul style="list-style-type: none"> • Financial statements • Cash Budgets 	<ul style="list-style-type: none"> • explain importance of keeping accurate financial records • prepare an income statement • draw a statement of financial position • prepare a simple cash budget • describe a cash budget 	<ul style="list-style-type: none"> • Financial statements <ul style="list-style-type: none"> - Income statement - Statement of financial position • Cash budgets 	<ul style="list-style-type: none"> • Discussing importance of keeping accurate financial records • Preparing financial statements such as income statement and statement of financial position • Identify inflows and out flows 	<ul style="list-style-type: none"> •

			<ul style="list-style-type: none"> Applying cash budget information on projects 	
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8.1.6 PEOPLE IN BUSINESS ENTERPRISES

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Functions of managers 	<ul style="list-style-type: none"> explain functions of managers in a business 	<ul style="list-style-type: none"> Management functions: <ul style="list-style-type: none"> Planning Leading Organizing Controlling 	<ul style="list-style-type: none"> Outlining functions of managers Discussing the functions of managers Role playing functions of managers 	<ul style="list-style-type: none"> Recommended text books ICT tools
<ul style="list-style-type: none"> Motivating employees 	<ul style="list-style-type: none"> explain the benefits of motivated employees identify financial and non-financial methods of motivating employees investigate how local employees are motivated demonstrate motivation skills in projects 	<ul style="list-style-type: none"> Motivation 	<ul style="list-style-type: none"> Discussing the benefits of motivated employees Describing financial and non-financial methods of motivation Investigating and reporting on the methods being used to motivate employees at school 	<ul style="list-style-type: none"> Recommended text books Merit awards

8.1.7 MARKETS AND MARKETING

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	RESOURCES
<ul style="list-style-type: none"> The need for marketing 	<ul style="list-style-type: none"> explain the meaning of market, product, demand and supply 	Meaning of : <ul style="list-style-type: none"> Market Product 	<ul style="list-style-type: none"> Group research and brainstorming the meaning of the terms 	<ul style="list-style-type: none"> Recommended text books Journals

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	RESOURCES
	<ul style="list-style-type: none"> • discuss the importance of marketing to business enterprises • explain the relationship that exists between demand and supply 	<ul style="list-style-type: none"> • Supply • Demand • Importance of marketing 	<p>product, demand supply and market; and the relationship that exists between demand and supply</p> <ul style="list-style-type: none"> • Identifying different products around the school • evaluating importance of marketing • Illustrating the relationship that exists between demand and supply using diagrams 	<ul style="list-style-type: none"> • Newspapers • ICT tools
Types of Markets	<ul style="list-style-type: none"> • identify types of markets • explain types of markets • describe the features of virtual and physical markets • discuss the advantages and disadvantages of physical and virtual markets 	<ul style="list-style-type: none"> • Types of markets <ul style="list-style-type: none"> - Physical and virtual markets - Local markets - Regional markets - Global markets • Features of physical and virtual markets • Advantages and disadvantages of physical and virtual markets 	<ul style="list-style-type: none"> • Listing types of markets • Describing types of markets • Explaining features of virtual and physical markets • Visiting local markets • Outlining the advantages and disadvantages of different types of markets • Selling or buying products on 	<ul style="list-style-type: none"> • Recommended text books • Pamphlets • ICT tools such computers, internet • Resource persons

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	RESOURCES
	<ul style="list-style-type: none"> • participate in various types of markets • evaluate benefits and challenges encountered in foreign markets • implement solutions that reduce challenges faced in foreign markets 		<p>various marketing platforms such as virtual</p> <ul style="list-style-type: none"> • Advertising on available marketing platforms • Participating in foreign markets through activities such as viewing online products in foreign markets and requesting quotations. • Suggesting solutions to challenges faced in foreign markets 	

BUSINESS ENTERPRISE

8.1.8 OPERATIONS MANAGEMENT

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> • Nature of production • Location of production 	<ul style="list-style-type: none"> • identify the means of production • identify stages of production • explain the production function • illustrate the production function • identify factors influencing the location of a business unit • discuss factors that lead to relocation of a business 	<ul style="list-style-type: none"> • Means of production such as land, labour, capital and enterprising • Stages of production – primary, secondary and tertiary • Production function • Locational factors such as nearness to raw materials, markets, transport and capital • Relocational factors such as depletion of raw materials, dying markets, natural disasters and government policy 	<ul style="list-style-type: none"> • Describing the means of production • Describing the stages of production • Illustrating the production process • Discussing factors influencing business location. • Examining factors leading to relocation of a business • Citing businesses that relocated • Giving reasons why named enterprises have relocated 	<ul style="list-style-type: none"> • Recommended text books • ICT tools • Production process • Local Businesses
<ul style="list-style-type: none"> • Value addition 	<ul style="list-style-type: none"> • explain value addition • explain ways of adding value to a product • explain the importance of adding value to products 	<ul style="list-style-type: none"> • The production function (inputs, processes & outputs) • Value addition 	<ul style="list-style-type: none"> • Explain the concept of value addition • Discussing the advantages and disadvantages of value addition • Making products from locally available inputs 	<ul style="list-style-type: none"> • Locally available inputs such as candles, green vegetables

	<ul style="list-style-type: none"> • create a product using locally available inputs 			
<ul style="list-style-type: none"> • Transport 	<ul style="list-style-type: none"> • explain the importance of transport • identify different modes of transport • describe strengths and weaknesses of different modes of transport • explain factors influencing choice of mode of transport 	<ul style="list-style-type: none"> • Importance of transport in production and operations • Modes of transport • Strengths and weakness of different modes of transport • Factors to consider when choosing transport modes 	<ul style="list-style-type: none"> • Discussing the importance of transport • Listing modes of transport • Discussing strengths and weaknesses of different modes of transport • Identifying factors influencing choice of mode of transport 	<ul style="list-style-type: none"> • ICT tools

BUSINESS ENTERPRISE SKILLS

8.2 LEVEL 2

8.2.1 THE BUSINESS ENTERPRISE

TOPIC	LEARNING OBJECTIVES: Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Drivers towards enterprising 	<ul style="list-style-type: none"> list the drivers towards enterprising explain the different drivers towards enterprising evaluate drivers towards enterprising 	<ul style="list-style-type: none"> Drivers towards enterprising such as: <ul style="list-style-type: none"> Government policies Demographic and economic changes Self-actualization Community enterprising heroes 	<ul style="list-style-type: none"> Identifying drivers towards enterprising Explaining the drivers towards enterprising Discussing the different drivers towards enterprising Researching on factors that contributed to the success of local community enterprising heroes. 	<ul style="list-style-type: none"> ICT tools Recommended text books Resource persons local enterprisers
<ul style="list-style-type: none"> Business Opportunities and Risks 	<ul style="list-style-type: none"> identify opportunities and risks for enterprise 	<ul style="list-style-type: none"> Ways in which opportunities might arise such as: <ul style="list-style-type: none"> identifying the need or demand for a product or service the ability to meet the demand new technology Research and Development (R&D) recognising areas for expansion changes in taste and fashion 	<ul style="list-style-type: none"> Identifying opportunities for the rise of business. Identifying current government economic policies Engaging in exhibitions Job shadowing Role playing Touring businesses Identify risks associated with 	<ul style="list-style-type: none"> ICT tools Newspaper cuttings Recommended text books Local business

	<ul style="list-style-type: none"> investigate opportunities and risks associated with local business enterprises identify risks associated with business enterprises 	<ul style="list-style-type: none"> changes in the size and structure of population changes in real income opportunities offered by globalisation Government policies. Potential risks faced by enterprisers 	<p>business growth.</p> <ul style="list-style-type: none"> Assessing the likelihood and magnitude of impact caused by the risks 	
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8.2.2 THE ENTERPRISING ENVIRONMENT

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Business constraints 	<ul style="list-style-type: none"> identify business constraints explain the business constraints 	<p>Business constraints such as:</p> <ul style="list-style-type: none"> Political Economic Ecological Social Legal 	<ul style="list-style-type: none"> Listing the various business constraints Analysing the effects of each business constraint 	<ul style="list-style-type: none"> Recommended text books Guest experts Sample documents of government policy ICT tools

8.2.3 SETTING UP A NEW ENTERPRISE

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Forms of business enterprises 	<ul style="list-style-type: none"> outline forms of business enterprises describe the features of different forms of business enterprises analyse the advantages and disadvantages of each form of business enterprise compare and contrast different forms of business enterprises 	<ul style="list-style-type: none"> Forms of business enterprises <ul style="list-style-type: none"> Private and public enterprises Public corporations Joint ventures Franchise 	<ul style="list-style-type: none"> Identifying forms of business enterprises Explaining features of each form of business enterprise Explaining the advantages and disadvantages of each form of business enterprise Recommending a suitable form of business enterprise. 	<ul style="list-style-type: none"> Recommended text books Guest experts from organizations such as ZIMRA Media such as newspapers and magazines Sample documents required in setting up a new enterprise ICT tools
<ul style="list-style-type: none"> Assistance to enterprise start-ups 	<ul style="list-style-type: none"> justify reasons why new business enterprises need support identify ways of support given to new business enterprises explain why some enterprises grow and others remain small discuss advantages and disadvantages of business 	<ul style="list-style-type: none"> Need for support Ways of business support such as: friends, family members and government Small and Large business Advantages and disadvantages of different 	<ul style="list-style-type: none"> Explaining why enterprise start-ups need support Discussing sources of assistance/support Evaluating importance of small or large business enterprises 	<ul style="list-style-type: none"> Recommended text books videos resource persons ICT tools

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> enterprises being small or large perform fundraising activities to raise money for mini-enterprises 	business sizes	<ul style="list-style-type: none"> Carrying out fundraising activities 	
<ul style="list-style-type: none"> Risk, ownership and limited liabilities 	<ul style="list-style-type: none"> identify risks associated with formation of new business enterprise explain the concepts of corporate legal personality and limited liability evaluate the importance of limited liability 	<ul style="list-style-type: none"> Risks associated with setting up an enterprise Limited liability and corporate legal personality 	<ul style="list-style-type: none"> Discussing risks associated with formation of new business enterprise Describing the concept of corporate legal personality and limited liability Explaining the importance of limited liability 	<ul style="list-style-type: none"> Recommended textbook ICT tools

8.2.4 BUSINESS PLANNING

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Business plan 	<ul style="list-style-type: none"> explain components of a business plan 	<ul style="list-style-type: none"> Business plan guide; <ul style="list-style-type: none"> Executive summary Organisational background Products Market analysis Strategy and implementation Management Financial plan 	<ul style="list-style-type: none"> Listing components of a business plan Describing components of a business plan Discussing the importance of a business plan 	<ul style="list-style-type: none"> Recommended textbooks Sample business plans Resource person

	<ul style="list-style-type: none"> • explain the importance of a business plan • develop a business plan 	<ul style="list-style-type: none"> • Importance of business plan 	<ul style="list-style-type: none"> • Discussing possible business ventures • Crafting a business plan • Consulting resource persons such as business consultants 	
<ul style="list-style-type: none"> • Implementation of business plan 	<ul style="list-style-type: none"> • implement designed business plans on selected projects • manage selected projects 	<ul style="list-style-type: none"> • Business plan implementation 	<ul style="list-style-type: none"> • Executing business plans of choice • Managing the projects 	<ul style="list-style-type: none"> • Business plan • Resource person such as consultants • Recommended textbooks

BUSINESS ENTERPRISE

8.2.5 ENTERPRISE FINANCE AND SECURING INVESTORS

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Working capital 	<ul style="list-style-type: none"> explain the meaning of working capital identify components of working capital cycle discuss importance of managing working capital explain ways of managing working capital control working capital in a given enterprise 	<ul style="list-style-type: none"> Managing working capital 	<ul style="list-style-type: none"> Discussing the meaning of working capital Listing components of working capital Discussing the significance of working capital Researching on the importance of managing working capital Discussing ways of managing working capital Controlling working capital on assigned projects 	<ul style="list-style-type: none"> Recommended textbooks Local business enterprises Financial statements

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Financial statements 	<ul style="list-style-type: none"> prepare an income statement draw a statement of financial position 	<ul style="list-style-type: none"> Financial statements <ul style="list-style-type: none"> Income statement Statement of financial position 	<ul style="list-style-type: none"> Preparing income statements Creating a statement of financial position 	
<ul style="list-style-type: none"> Financial institutions 	<ul style="list-style-type: none"> identify different types of financial institutions explain functions of different financial institutions 	<ul style="list-style-type: none"> Financial institutions such as Merchant banks, Commercial banks and Discount houses 	<ul style="list-style-type: none"> Discussing roles of different financial institutions 	<ul style="list-style-type: none"> Recommended textbooks Financial institutions Financial statements

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> • Business costs • Break-Even Analysis • Budgeting and budgets 	<ul style="list-style-type: none"> • classify costs • explain break-even analysis • construct a break-even chart • calculate break-even point, output and margin of safety for a business venture • discuss importance of break-even analysis • explain the concepts of budgeting and budgets • identify different types of budgets • prepare a budget for an enterprise • explain the importance of budgeting • explain different ways of attracting investors 	<ul style="list-style-type: none"> • Business costs such as: <ul style="list-style-type: none"> - Fixed - Variable - Direct - indirect • Break- even analysis <ul style="list-style-type: none"> - Loss/profit region - Margin of safety - Break-even point • Budgeting and budgets <ul style="list-style-type: none"> - Types of budgets: cash, sales, production and purchases 	<ul style="list-style-type: none"> • Explaining different types of costs • Describing break-even analysis • Drawing a break-even chart • Computing a break-even point • Evaluating the concept of break- even analysis • Calculating break-even point using sales of local products • Discussing differences between budgeting and budgets • Describing types of budgets • Preparing a simple budget for an enterprise • Discussing the importance of budgeting • Discussing ways of attracting investors 	<ul style="list-style-type: none"> • Break even chart • Local business projects • Software packages such as excel

TOPIC	LEARNING OBJECTIVES; Learners should be able to;	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Securing Investors 		<ul style="list-style-type: none"> Ways of attracting investors such as: <ul style="list-style-type: none"> Favourable government policy, Good corporate governance Reputable brand 		

8.2.6 PEOPLE IN BUSINESS ENTERPRISES

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Motivation theories 	<ul style="list-style-type: none"> identify the theories of motivation discuss Maslow, Taylor, McGregor and Herzberg theories of motivation assess the applicability of motivation theories to different business enterprises 	<ul style="list-style-type: none"> Motivation theories: <ul style="list-style-type: none"> The concept of human needs (Maslow) Herzberg, (Hygiene factors) Taylor McGregor theory X and Y 	<ul style="list-style-type: none"> Discussing the theories of motivation Identifying human needs according to Maslow Explaining motivation theories by Maslow, Taylor, McGregor and Herzberg Evaluating the applicability of motivation theories to different business enterprises 	<ul style="list-style-type: none"> Local business enterprises ICT tools such as Internet, Computers and Cell-phones
<ul style="list-style-type: none"> Leadership 	<ul style="list-style-type: none"> explain leadership identify qualities of a good leader discuss different leadership styles 	<ul style="list-style-type: none"> Leadership qualities Leadership styles: such as democratic, autocratic, laissez faire. 	<ul style="list-style-type: none"> Defining what leadership is Outlining qualities of a good leader Discussing different leadership styles Role play exhibiting different styles of leadership 	

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> Business communication 	<ul style="list-style-type: none"> explain business communication analyse the importance of communication in business evaluate different methods of communication justify the appropriateness of communication methods and media in given circumstances assess the impact of ICTs in business communication 	<ul style="list-style-type: none"> Importance of business communication Methods of communication such as written, oral and electronic Communication media such as letters, memorandum and radio Impact of ICTs in business communication 	<ul style="list-style-type: none"> Discussing the importance of business communication Debating on the advantages and disadvantages of various communication methods Visiting existing enterprises and observing communication methods in use. Debating on the advantages and disadvantages of various communication media Recording and reporting on their observations Evaluating the impact of ICTs in business communication 	<ul style="list-style-type: none"> Local business enterprises ICT tools such as Internet, Computers and Cell-phones

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
<ul style="list-style-type: none"> • Demand forecasting 	<ul style="list-style-type: none"> • explain reasons for market segmentation • segment a market • explain the importance of demand forecasting • identify methods of demand forecasting 	<ul style="list-style-type: none"> • Reasons for market segmentation • Factors to consider when segmenting a market such as demography, income and personal interests • Demand forecasting • Qualitative techniques of demand forecasting 	<ul style="list-style-type: none"> • Discussing reasons for market segmentation • Subdividing markets into various segments • Discussing the importance of demand forecasting • Discussing qualitative techniques of demand forecasting • Forecasting demand in given projects 	<ul style="list-style-type: none"> • textbooks • ICT tools
<ul style="list-style-type: none"> • Economic integration • Marketing mix 	<ul style="list-style-type: none"> • explain the concept of economic integration • describe aims of different economic blocs • explain the advantages and disadvantages of economic integration • identify marketing mix variables 	<ul style="list-style-type: none"> • Regional economic integration such as: <ul style="list-style-type: none"> - SADC - COMESA - ECOWAS • Marketing mix variables such as product (product development, product life cycle, packaging and 	<ul style="list-style-type: none"> • Discussing the meaning of economic integration • Discussing the aims and operations of different trading blocs • Debating on the effect of economic integration to the economy of Zimbabwe • Listing marketing mix variables • Discussing marketing mix variables 	<ul style="list-style-type: none"> • Recommended textbooks • Brochures • ICT tools

TOPIC	LEARNING OBJECTIVES Learners should be able to:	CONTENT	NOTES AND SUGGESTED ACTIVITIES	SUGGESTED RESOURCES
	<ul style="list-style-type: none"> explain marketing mix variables evaluate the impact of marketing mix variables on marketing 	branding), price, place and promotion	<ul style="list-style-type: none"> Suggesting appropriate pricing, product, distribution and promotional strategies for a given market Crafting an advertising model 	

8.2.8 OPERATIONS MANAGEMENT

TOPIC	LEARNING OBJECTIVES: learner should be able to:	CONTENT	SUGGESTED ACTIVITIES AND NOTES	RESOURCES
<ul style="list-style-type: none"> Purchasing 	<ul style="list-style-type: none"> Explain importance of the purchasing function identify the five(5) 'rights' of purchasing explain stages of the purchasing cycle explain the role of e-purchasing 	<ul style="list-style-type: none"> Purchasing function 'Rights' of purchasing Purchasing cycle e-purchasing 	<ul style="list-style-type: none"> Discussing the importance of the purchasing function Listing steps of the purchasing process Explaining 'rights' of purchasing Illustrating the purchasing cycle Outlining the role of e-purchasing 	<ul style="list-style-type: none"> ICT tools Recommended textbooks

<ul style="list-style-type: none"> • Inventory Management 	<ul style="list-style-type: none"> • describe inventory management • explain the advantages and disadvantages of holding inventory 	<ul style="list-style-type: none"> • Types of inventory • Costs and benefits of holding inventory 	<ul style="list-style-type: none"> • Explaining types of inventory • Discussing the benefits and limitations of holding inventory 	<ul style="list-style-type: none"> • ICT tools • Recommended textbooks
<ul style="list-style-type: none"> • Warehousing 	<ul style="list-style-type: none"> • describe role of warehousing • explain factors to consider when locating a warehouse • state different types of warehouses • explain functions of different types of warehouses 	<ul style="list-style-type: none"> • The need for warehousing • Factors considered when locating a warehouse • Types of warehouses 	<ul style="list-style-type: none"> • Explaining importance of warehousing • Listing factors to consider when locating a warehouse • Identifying different types of warehouses • Describing functions of each type of warehouse • Touring warehouses 	<ul style="list-style-type: none"> • Recommended textbooks • ICT tools • warehouses

BUSINESS ENTERPRISE SKILLS

9.0 ASSESSMENT

9.1 ASSESSMENT OBJECTIVES

Learners will be assessed on their ability to:

- explain relevant terms used in Business Enterprise Skills
- demonstrate knowledge of basic principles, techniques and ideas in Business Enterprise Skills
- interpret information through numeracy and literacy
- analyse significant factors to consider in business enterprise situations
- apply knowledge and skills to solve everyday challenges in enterprise situations
- make accurate judgments on commercial issues
- communicate commercial information in a logical and coherent manner
- execute acquired enterprising skills in business projects

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:

Summative Assessment	60%
Continuous Assessment	40%

9.2.1 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(7%)	1	1	1(8%)	15
Assignments	1	1	1(10%)	1	1	1(10%)	20
Practical Projects			1 (25%)			1(40%)	65

9.2.2 SUMMATIVE ASSESSMENT

Paper 1: Structured Short Questions

The paper consists of six (6) questions.

Time: 1 hour 45 minutes

Weighting: 30%

Paper 2:

The paper consists of 2 sections which are Section A and Section B

Section A - Case Study

One (1) case study totaling 40 marks

Section B - Essays

Three (3) essay questions totaling 60 marks will be answered out of 6 questions

Time: 2 hours 15minutes

Weighting: 30%

9.3 EXAMINATIONS

Title	Duration	Marks	Weighting (%)
Paper 1 – Structured Short Questions	1 hour 45 minutes	100	30
Paper 2 – Case Study and Essays	2 hours 15minutes	100	30

9.4 SPECIFICATION GRID

Paper	Knowledge with Understanding %	Application %	Analysis %	Evaluation %	Total %
1	15	7	5	3	30
2	12	7	6	5	30
Total	27	14	11	8	60

9.5 ASSESSMENT MODEL

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

