

SCHEMES OF WORK (2015 -2016) – TERM 1
PRINCIPLES OF BUSINESS – 5TH YEAR

NO.	TOPIC	LENGTH OF TIME (WEEKS)
1	Production and Productivity Factors of Production <ul style="list-style-type: none"> • Identify • Definitions Factors of Production: Land	1
2	Factors of Production: Labour <ul style="list-style-type: none"> • Types of labour • Factors that influence labour supply and quality. 	1
3	Factors of Production: Capital <ul style="list-style-type: none"> • Types of capital • Capital intensive vs labour intensive • Automation vs mechanism • Computer Aided Design and Computer Aided Instruction 	1
4	TEST Levels of Production Types of Production	1
5	Cottage Industries <ul style="list-style-type: none"> • Definition • Features • Benefits Small Firms <ul style="list-style-type: none"> • Features • Benefits 	1
6	Linkage Industries <ul style="list-style-type: none"> • Types of Linkages • Benefits and Drawbacks 	1
7	Growth of a Business <ul style="list-style-type: none"> • Internal and External growth • Economies and Diseconomies of Scale 	1
8	TEST Factors affecting location	1
9	Markets and Marketing <ul style="list-style-type: none"> • Markets vs Marketing • Marketing Activities • Marketing Mix 	1
10	Market Research <ul style="list-style-type: none"> • Definition • Steps in market research Market Structures <ul style="list-style-type: none"> • Types of Market Structures • Advantages and Disadvantages 	2
11	Factors that influence consumer behaviour	1
12	Pricing: Determinants of price	1