

## BUSINESS STUDIES, F2, T1

**REFERENCES:** Longman Explore Book , Inventor KLB Book, Certificate Business Studies Book, KLB Top Mark Series Business Studies

W K	LS N	TOPIC	SUB-TOPIC	OBJECTIVES	L/ACTIVITIES	L/T AIDS	REFERENCE	REMARKS
1	1-3	<b>REPORTING AND REVISION</b>						
2	1-2	Home Trade	Terms of Payment	By the end of the lesson, the learner should be able to Explain the terms of payment used in home trade and circumstances in which they are used	Discussions Analyzing case studies Visits to relevant business environment Talks from a resource person Writing essays Story telling Explanations	Resource persons Relevant business environment Suitable charts/diagrams/pictures Relevant newspaper cuttings Documents such as cheques etc	Longman explore book 1 pages 90-94 Inventor KLB book 1 pages 108-114 Certificate business studies book 1 pages 147-148 KLB Top Mark series business studies page 23	
	3	Home Trade	Emerging Issues	By the end of the lesson, the learner should be able to Identify emerging issues in trade	Discussion on relevant case studies Visits to relevant local environment Talks from a resource persons Other suitable resources	Diagrams Pictures Resource persons Relevant business environment Relevant case studies	Longman explore book 1 page 95	
3	1	Forms Of Business Units	Definition and classification of business units	By the end of the lesson, the learner should be able to Define the term business unit Identify the various form of business units	Story telling Review form 1 work” Business and its environment Definitions Discussions	Resource persons Magazines Newspapers Journals Radio Pictures Photographs	Inventor KLB book 2 page1 Certificate business studies book 2 page 1 Dynamics of business studies Bk 2 pg 1-4 Gateway sec. Revision pg 77	
	2-3	Form Of Business Units	Sole Proprietorship	By the end of the lesson, the learner should be able to Define the term sole proprietorship Discuss features of sole proprietorship Discuss formation, management and source of capital of sole proprietorship	Debating Talks from resource persons Story telling Explanations Listening to business programmes on radio and television discussions	Photographs Pictures Journals Case studies Radio& TV Resource persons	Inventor KLB book 2 page 1-2 Certificate business studies book 2 page 1-4 Dynamics of business studies Bk 2 pg 5-7 Gateway sec. Revision pg 78	
4	1-2	Form Of Business Units	Sole Proprietorship	By the end of the lesson, the learner should be able to: Discuss factors favoring establishment of sole	Discussions Debating Talks from resource persons Story telling	Journals Radio & T.V Case studies Pictures	Inventor KLB book 2 page 2-3 Certificate business studies book 2 page 4-5	

				<p>proprietorship Discuss merits, demerits and dissolution of sole proprietorship</p>	<p>Explanations Listening to business programs on radio and television</p>	<p>Photographs</p>	<p>Dynamics of business studies Bk 2 pg 8-11 Gateway sec. Revision pg 79-80</p>	
	3	Forms Of Business Units	Partnership	<p>By the end of the lesson, the learner should be able to Define the term partnership Identify and discuss features of partnership</p>	<p>Story telling Listening to radio and television Explanations Definitions Suggestions Discussions Talks from resource persons Reading journals, newspapers and magazines</p>	<p>Case studies Newspapers Journals and magazines Business environment Student's book chapter 1 &amp; 2 Pictures Photographs Radio, T,V</p>	<p>Inventor KLB book 2 page 3-4 Certificate business studies book 2 page 6-8 Dynamics of business studies Bk 2 pg 13-14 Gateway sec. Revision pg 80</p>	
5	1-2	Forms Of Business Units	Partnership	<p>By the end of the lesson, the learner should be able to discuss the following on partnership Ownership Formation Management Source of capital</p>	<p>Story telling Talks from resource persons Reading journals, magazines and newspapers Listening to radio and television Observing pictures</p>	<p>Resource persons Journals, newspapers &amp; magazines Radio and television Pictures Photographs</p>	<p>Inventor KLB book 2 page 4-6 Certificate business studies book 2 page 7-9 Dynamics of business studies Bk 2 pg 14-16 Gateway sec. Revision pg 82</p>	
	3	Forms Of Business Units	Partnership	<p>By the end of the lesson the learner should be able to discuss Types of partnerships Classification of partners</p>	<p>Discussions Case studies Reading journals, magazines and newspapers Listening to radio business programs Watching business videos Doing exercises</p>	<p>Magazines Journals Relevant business environments Video disks</p>	<p>Inventor KLB book 2 page 4 Certificate business studies book 2 page 10-13 Dynamics of business studies Bk 2 pg 17-19 Gateway sec. Revision pg 81</p>	
6	1-2	Form Of Business Units	Partnership	<p>By the end of the lesson the learner should be able to: Discuss factors that favour establishment of partnership Discuss reasons which lead to dissolution of partnership Discuss merits and demerits of partnership</p>	<p>Explanations Reading journals, newspaper magazines Listening to business programs on radio Story telling Talks from resource persons Discussions</p>	<p>Resource persons Newspaper, journals magazines Radio Case studies Pictures</p>	<p>Inventor KLB book 2 page 6-7 Certificate business studies book 2 page 14-16 Dynamics of business studies Bk 2 pg 20-22 Gateway sec. Revision pg 81</p>	
	3	Form Of Business Units	Co-operatives	<p>By the end of the lesson, the learner should be able to: Define the term co-operatives Identify and discuss features of</p>	<p>Discussions Explanations Definitions Story telling Talks from a resource</p>	<p>Relevant business environment Pictures Photographs Case study</p>	<p>Inventor KLB book 2 page 7-8 Certificate business studies book 2 page 38</p>	

				co-operative societies	persons Listening to business programs on radio Reading journal, newspapers and magazines Doing short texts	Radio Resource persons Newspapers, magazine, journals	Dynamics of business studies Bk 2 pg 42-44 Gateway sec. Revision pg 88-89	
7	1	Form Of Business Units	Co-operatives	By the end of the lesson, the learner should be able to Discuss the role of co-operatives societies	Discussions Explanations talks from resource persons Story telling Studying relevant case studies Reading, journals, magazines and newspapers	Journals Resource persons Pictures Magazines newspapers	Inventor KLB book 2 page 9 Certificate business studies book 2 page 33 Dynamics of business studies Bk 2 pg 58 Gateway sec. Revision pg 90	
	2-3	Form Of Business Units	Co-operatives	By the end of the lesson the learner should be able to discuss the following Formation Ownership Management Source of capital	Talks from resource persons Story telling Discussions Reading journal, magazines and newspapers Listening to business programs on radio	Resource persons Pictures Newspapers Journals Magazines Radio Student's book chapter 1 & 2	Inventor KLB book 2 page 8-9 Certificate business studies book 2 page 35-37 Dynamics of business studies Bk 2 pg 45-47 Gateway sec. Revision pg 91	
8	1	Form Of Business Units	Co-operatives	By the end of the lesson the learner should be able to Identify and explain the principles of co-operative societies	Explanation Emphasis Discussions Story telling Talks from resource persons	Pictures Newspapers Journals Magazines Resource persons	Inventor KLB book 2 page 8 Certificate business studies book 2 page 39-40 Dynamics of business studies Bk 2 pg 44 Gateway sec. Revision pg 89	
	2-3	Form Of Business Units	Co-operatives	By the end of the lesson, the learner should be able to Name and discuss different types of co-operatives Point out functions of each type of co-operative	Talks from resource personnel Explanations Discussions Identification reading journals, newspapers and magazines Story telling	Journals Magazines Newspapers Pictures Resource persons Radio	Inventor KLB book 2 page 10-14 Certificate business studies book 2 page 40-43 Dynamics of business studies Bk 2 pg 48-50 Gateway sec. Revision pg 89-90	
9	1-2	Form Of Business Units	Co-operatives	By the end of the lesson, the learner should be able to discuss Structure Problems	Talks from resource persons Reading, journal newspapers and magazines Observing pictures and	Pictures Photographs Newspapers Journals	Inventor KLB book 2 page 15 Certificate business studies book 2 page 43, 46 and 48 Dynamics of business studies	

				Dissolution of co-operative societies	photographs Explanations Discussions	Magazines Resource persons	Bk 2 pg 56-57 Gateway sec. Revision pg 92	
	3	Forms Of Business Units	Co-operatives	By the end of the lesson, the learner should be able to identify and discuss advantages and disadvantages of co-operative societies	Explanation Talks from resource persons Doing short tests Discussions	Photographs Pictures Resource person Magazine	Inventor KLB book 2 page 14-15 Certificate business studies book 2 page, 47- 48 Dynamics of business studies Bk 2 pg 54-55 Gateway sec. Revision pg 91	
10	1	Form Of Business Units	Companies	By the end of the lesson, the learner should be able to: Define the term company Name and discuss its features	Discussions Explanations Talks from resource persons Reading journal, news paper & magazines Observation of picture and photographs	Resource persons Newspapers Magazines Journals Student book chapter 1& 2	Inventor KLB book 2 page 15 Certificate business studies book 2 page, 20-21 Dynamics of business studies Bk 2 pg 23 Gateway sec. Revision pg 82-83	
	2-3	Form Of Business Units	Companies	By the end of the lesson, the learner should be able to Discuss formation of companies	Explanations Observation of pictures Reading, journals, magazines and newspapers Watching business T V programs Listening to radio programs Discussion Explanations Observation of pictures	Photos & Pictures Newspapers Magazines Journals Radio & T.V Resource persons	Inventor KLB book 2 page 16-19 Certificate business studies book 2 page, 22-28 Dynamics of business studies Bk 2 pg 36-38 Gateway sec. Revision pg 83-84	
11	1	Form Of Business Units	Private Limited Company	By the end of the lesson, the learner should be able to: Describe private limited company Discuss the advantages and disadvantages of private limited company	Reading journal magazine and newspapers Listening to radio business programs Discussions Explanations Descriptions	Pictures Radio Newspapers Magazine Journals	Inventor KLB book 2 page 19-20 Certificate business studies book 2 page, 29 Dynamics of business studies Bk 2 pg 24-27 Gateway sec. Revision pg 84	
	2	Form Of Business Units	Public Limited Company	By the end of the lesson, the learner should be able to: Describe public limited company Discuss the advantages and	Discussions Observing pictures Watching television programs Listening to business radio	Pictures Radio Newspapers Magazines Journals	Inventor KLB book 2 page 21-22 Certificate business studies book 2 page, 29 Dynamics of business studies	

				disadvantages of public limited company	programs Reading business journals and magazines		Bk 2 pg 28-32 Gateway sec. pg 85-87	
	3	Form Of Business Units	Role of Stock Exchange	By the end of the lesson, the learner should be able to: Discuss stock exchange State roles of stock exchange as a market for securities	Discussions Observing pictures Watching television programs Listening to business radio programs Reading business journals and magazines	Pictures and photos Television Radio Magazines Journals	Inventor KLB book 2 page 23-24  Dynamics of business studies Bk 2 pg 28	
12	1-2	Form Of Business Units	Dissolution of companies and difference between private and public limited companies	By the end of the lesson, the learner should be able to: Discuss the circumstances leading to dissolution of public limited company State the differences between private and public limited companies	Listening to business programs on radio and T,V Discussions Reading business journals and magazines Explanations Observing pictures	Pictures and Photos Television Radio Magazines Journals Case studies	Inventor KLB book 2 page 25  Dynamics of business studies Bk 2 pg 40-41  Certificate business studies book 2 page, 30-31  Gateway sec. Revision pg 88	
	3	Form Of Business Units	Public Corporation	By the end of the lesson, the learner should be able to Define public corporation Discuss its main features Describe a parastatal	Discussions Observing pictures and photos Definitions Story telling Studying relevant case studies Talks from resource persons	Journals Magazines Resource persons Pictures and photos Radio Television	Inventor KLB book 2 page 26  Dynamics of business studies Bk 2 pg 66-67  Certificate business studies book 2 page, 49  Gateway sec. Revision pg 93	
13	1-2	Form Of Business Units	Public Corporation	By the end of the lesson, the learner should be able to discuss: Formation Ownership Management Dissolution, advantages and disadvantages of public corporation	Listening to business programs on radio Reading business journals and magazines Discussions Observations of pictures Studying relevant case studies	Magazines Resource persons Pictures and photos Radio Television Journals Case studies	Inventor KLB book 2 page 27-29  Dynamics of business studies Bk 2 pg 67-74  Certificate business studies book 2 page, 49-5  Gateway sec. Revision pg 93	
	3	Form Of Business Units	Trends in Forms of Business Units	By the end of the lesson, the learner should be able to discuss trends observable today in business ownership	Observation Explanations Talks from resource persons Discussions Listening to business programs on radio and television	Pictures & Photos Resource persons Radio Television Case studies	Inventor KLB book 2 page 29  Dynamics of business studies Bk 2 pg 60 and 76  Certificate business studies book 2 page, 53-56  Gateway sec. pg 95-96	
<b>14</b>	<b>END TERM EXAMINATION</b>							
<b>15</b>	<b>CLOSING OF TERM</b>							

## BUSINESS STUDIES, F2, T2

**REFERENCES:** Longman Explore Book , Inventor KLB Book, Certificate Business Studies Book, KLB Top Mark Series Business Studies

W K	LS N	TOPIC	SUB-TOPIC	OBJECTIVES	L/ACTIVITIES	L/T AIDS	REFERENCE	REMARKS
1	1-3	<b>REPORTING AND REVISION OF LAST TERM'S EXAMS</b>						
2	1	Government And Business	Definition and levels of Government participation	By the end of the lesson, the learner should be able to: Define the term Government Identify the levels of government participation	Definition Discussions Doing short tests Talks from a resource persons Reading relevant newspaper cuttings and magazines	Students book (certificate) chapter 3 Resource persons Relevant case studies Newspapers Journals	Inventor KLB book 2 page 31 Dynamics of business studies Bk 2 pg 81 Certificate business studies book 2 page, 58 Gateway sec. Revision pg 98	
	2	Government And Business	Reasons for Government involvement in business	By the end of the lesson, the learner should be able to Identify and explain reasons for government involvement in business	Citing examples from local environment Explanations Discussing relevant case studies Visits to relevant business environment e.g (KEBS) office	Resource persons Case studies Relevant business environment Journals	Inventor KLB book 2 page 31 Dynamics of business studies Bk 2 pg 81-82 Certificate business studies book 2 page, 59-60 Gateway sec. Revision pg 98	
	3	Government And Business	Methods of government involvement in business	By the end of the lesson the learner should be able to: Give reasons why regulation of business activities is necessary Mention reasons why government trains business people	Discussions Explanation Studying and discussion on relevant case studies and local examples Talks from resource persons Citing examples	Relevant case studies Relevant resources Newspapers and business journals Resource persons	Inventor KLB book 2 page 32-33 Dynamics of business studies Bk 2 pg 83-84 Certificate business studies book 2 page, 60-61 Gateway sec. Revision pg 98	
3	1-2	Government And Business	Trade Promotion and Public Utilities	By the end of the lesson the learner should be able to: Describe what trade promotion is Discuss main public utilities	Description Discussions on relevant case studies Talks from resource person Explanations Identification Reading relevant newspaper cuttings and magazines Visits to relevant business environment	Resource persons Relevant business environment Newspapers Magazines Relevant case studies	Inventor KLB book 2 page 34-36 Dynamics of business studies Bk 2 pg 85-89 Certificate business studies book 2 page, 62-65 Gateway sec. Revision pg 98	
	3	Government And Business	Merits and demerits of Government	By the end of the lesson the learner should be able to discuss	Discussions Talks from resource persons	Newspapers Magazines	Inventor KLB book 2 page 34-36	

			involvement in business	merits, and demerits of government involvement in business	Explanations Reading relevant newspaper cuttings and magazines Citing examples	Relevant business environment Resource persons	Dynamics of business studies Bk 2 pg 91-92 Certificate business studies book 2 page, 67-68 Gateway sec. Revision pg 99	
4	1	Government And Business	Consumer Protection	By the end of the lesson, the learner should be able to : Define consumer protection Discuss why consumers need protection	Studying relevant case studies Reading relevant newspaper cuttings and magazines Talks from resource persons Visits to relevant business environment Discussions	Resource persons Relevant case studies Newspapers Magazines Relevant business environment	Inventor KLB book 2 page 38 Dynamics of business studies Bk 2 pg 93-95 Certificate business studies book 2 page, 68 Gateway sec. Revision pg 99-100	
	2-3	Government And Business	Methods of Consumer Protection	By the end of the lesson, the learner should be able to: Identify and discuss methods of consumer protection Discuss how consumers can protect themselves	Talks from resource persons Reading relevant newspaper cuttings and magazines Discussing various concepts Discussing relevant case studies	Relevant case studies Resource persons Newspapers Magazines Resource persons	Inventor KLB book 2 page 39-40 Dynamics of business studies Bk 2 pg 96-103 Certificate business studies book 2 page, 69-70 Gateway sec. Revision pg 99-101	
5	1-2	Transport	Meaning and importance of transport	By the end of the lesson, the learner should be able to Define transport Identify and explain importance	Discussions among learners Studying relevant case studies Talks from resource persons Relevant local environment visit	Relevant environment Resource person Relevant case studies	Inventor KLB book 2 page 42 Dynamics of business studies Bk 2 pg 109-110 Certificate business studies book 2 page, 72 Gateway sec. Revision pg 103	
	3	Transport	Essentials of Transport	By the end of the lesson, the learner should be able to List essentials of transport Explain the essentials elements of transport	Discussions Studying relevant case studies Talks from resource persons Observing pictures	Relevant case studies Resource person Pictures	Inventor KLB book 2 page 43 Dynamics of business studies Bk 2 pg 110-113 Certificate business studies book 2 page, 72 Gateway sec. Revision pg 103	
6	1-3	Transport	Land and Water	By the end of the lesson the	Definitions	Resource persons	Inventor KLB book 2 page 44-52	

			Transport	learner should be able to Define land and water transport State merits and demerits of land and water transport	Discussions Visits to relevant local environment such as bus stations Talks from resource persons Studying and discussing relevant case studies	Relevant local environment Relevant studies Pictures Photos Realie	Dynamics of business studies Bk 2 pg 114-140 Certificate business studies book 2 page, 74-83 Gateway sec. Revision pg 104-108	
7	1	Transport	Air Transport and Containerization	By the end of the lesson, the learner should be able to: Describe air transport and containerization Discuss merits and demerits of air transport and containerization	Relevant discussions amongst the learners Discussing relevant case studies Talks from resource persons Visits to relevant local environment such as © Education Plus Agencies	Resource persons Relevant case studies Pictures Photos	Inventor KLB book 2 page 52-55 Dynamics of business studies Bk 2 pg 140-145 Certificate business studies book 2 page,83-84 Gateway sec. Revision pg 109	
	2	Transport	Selection of means of Transport	By the end of the lesson, the learner should be able to Identify and discuss factors which influence choice of an appropriate means of transport	Identification Relevant discussions amongst the learners Talks from resource person Discussing relevant case studies	Local environment Resource persons Relevant case studies Pictures	Inventor KLB book 2 page 55-56 Dynamics of business studies Bk 2 pg 153-155 Certificate business studies book 2 page,84-85 Gateway sec. Revision pg 111	
	3	Transport	Trends in Transport	By the end of the lesson, the learner should be able to Identify trends in transport	Discussion of current trends amongst learners Illustrating local examples Talks from resource persons Discussing relevant case studies	Resource persons Relevant case studies Pictures Charts photos Relevant local examples	Inventor KLB book 2 page 56-57 Dynamics of business studies Bk 2 pg 146-152 Certificate business studies book 2 page,85-87 Gateway sec. Revision pg 112	
8	1-2	Communication	Meaning and importance of communication	By the end of the lesson, the learner should be able to Define communication Identify and explain the importance of communication	Definitions Questioning and answers Discussions Lectures for explanations	Local case studies Relevant business environment Relevant business environment	Inventor KLB book 2 page 59-60 Dynamics of business studies Bk 2 pg 163-164 Certificate business studies book 2 page,90-91	



							Gateway sec. Revision pg 115	
	3	Communication	Lines of Communication	By the end of the lesson, the learner should be able to State and describe lines of communication	Oral questions and answers Discussions Talks from resource persons Story telling Studying relevant case studies Role-play simulation and demonstration	Resource persons case studies Pictures Radio Relevant business environment	Inventor KLB book 2 page 61 Dynamics of business studies Bk 2 pg 171-173 Certificate business studies book 2 page, 92 Gateway sec. Revision pg 116	
9	1	Communication	Essential of effective communication	By the end of the lesson, the learner should be able to identify and explain essentials of effective communication	Discussions Study relevant case studies Oral questions and answers Visits to areas of interest Talks from resource persons	Resource persons Local case studies Computers Radio Relevant case study	Inventor KLB book 2 page 61-62 Dynamics of business studies Bk 2 pg 166 Certificate business studies book 2 page, 99-100 Gateway sec. Revision pg 116	
	2-3	Communication	Oral and Written Communication	By the end of the lesson, the learner should be able to: Define oral and written communication Identify and discuss merits and demerits of oral and written communication	Role-play, simulation and demonstration Story telling Visits to area of interest Listen to radio Reading newspapers, magazines Definition	Relevant newspaper cuttings Radio Television Relevant business environment Magazines Resource persons Pictures Photographs	Inventor KLB book 2 page 63-70 Dynamics of business studies Bk 2 pg 174-175 Certificate business studies book 2 page, 94-98 Gateway sec. Revision pg 117-118	
10	1-2	Communication	Audio-visual Communication	By the end of the lesson, the learner should be able to Define audio-visual communication Discuss merits and demerits	Viewing television Browsing the internet Visits to areas of interest for instant cyber cafes Talks from resource persons Discussions Lectures for explanation	Cyber café Media house Resource persons Television Mobile phone Computer	Inventor KLB book 2 page 71-74 Dynamics of business studies Bk 2 pg 176-181 Certificate business studies book 2 page, 104-105 Gateway sec. Revision pg 118	
	3	Communication	Choosing appropriate means of communication	By the end of the lesson, the learner should be able to Identify factors that influence	Oral questions and answers Lecture for explanation Discussions	Resource persons Relevant case studies Local case studies	Inventor KLB book 2 page 74 Dynamics of business studies Bk 2 pg 182-183	

				choice of appropriate means of communication	Talks from resource persons Studying relevant case studies	Pictures Relevant business environment	Certificate business studies book 2 page, 103 Gateway sec. pg 119	
11	1-2	Communication	Barriers to effective communication	By the end of the lesson, the learner should be able to identify and discuss barriers to effective communication	Lecture for explanations Reading newspaper, listening to radio and viewing television programs Discussions Role-plays, simulation Study relevant case studies Story telling	Local case studies Resource persons Relevant business environment Newspapers Radio Television Computers Mobile phones	Inventor KLB book 2 page 75-76 Dynamics of business studies Bk 2 pg 167-169 Certificate business studies book 2 page, 101-102 Gateway sec. Revision pg 116	
	3	Communication	Services that facilitate communication	By the end of the lesson, the learner should be able to identify and discuss services that facilitate communication	Discussion Studying relevant case studies Story telling Lecture for explanations Listening to radio	Relevant case studies Pictures Letters Cell phones Telephones Radio	Inventor KLB book 2 page 77-80 Dynamics of business studies Bk 2 pg 184-190 Certificate business studies book 2 page, 104-106 Gateway sec. Revision pg 119-120	
12	1-2	Communication	Trends in communication	By the end of the lesson, the learner should be able to: Identify current trends in communication Discuss the importance of current trends of communication	Visiting cyber cafes Browsing the internet Studying relevant case studies Media houses may be visited Talks from resource persons Discussions Oral questions for explanations	Pictures Local case studies Mobile phones Computers Relevant business environment Resource persons	Inventor KLB book 2 page 80-82 Dynamics of business studies Bk 2 pg 191-192 Certificate business studies book 2 page, 107-110 Gateway sec. Revision pg 121	
	3	Communication	Revision	By the end of the lesson, the learner should be able to Answer questions related to communication	Doing short test Oral questions and answer Talk from resource persons			
13	<b>END TERM EXAMINATION</b>							
14	<b>CLOSING OF SCHOOL</b>							

## BUSINESS STUDIES, F2, T3

**REFERENCES:** Longman Explore Book , Inventor KLB Book, Certificate Business Studies Book, KLB Top Mark Series Business Studies

W K	LS N	TOPIC	SUB-TOPIC	OBJECTIVES	L/ACTIVITIES	L/T AIDS	REFERENCE	REMARKS
1	1-3	<b>REPORTING AND REVISION OF LAST TERM'S EXAMS</b>						
2	1-3	Warehousing	Definition and importance of warehouse	By the end of the lesson, the learner should be able to: Define warehousing Explain the importance of warehousing of business	Discussion and brainstorming sessions Visits to relevant business environment e.g local warehouse Talks from resource persons Story telling by students of relevant local experiences	Relevant business environment Resource persons e.g warehouse manager Pictures Charts Newspaper cuttings	Inventor KLB book 2 page 83-84  Dynamics of business studies Bk 2 pg 197-198  Certificate business studies book 2 page, 112  Gateway sec. Revision pg 124	
3	1-2	Warehousing	Types of Warehouses	By the end of the lesson, the learner should be able to Identify various types of warehouses Discuss merits and demerits of each type of warehouse	Visits to relevant business environment Discussions Talks from resource persons Story telling Studying and discussing case studies	Relevant business environments Pictures Photos Charts Diagrams Resource persons Newspaper cuttings	Inventor KLB book 2 page 85-90  Dynamics of business studies Bk 2 pg 202-208  Certificate business studies book 2 page, 114-118  Gateway sec. Revision pg 125-128	
	3	Warehousing	Essentials of Warehouse	By the end of the lesson, the learner should be able to: Define the term essentials Illustrate fundamental features of warehouse	Explanations Definitions Illustrations Discussions Talks from resource person Visits to relevant business environment Observing pictures	Newspaper cuttings Resource persons Diagrams Charts Relevant case studies Pictures	Inventor KLB book 2 page 85  Dynamics of business studies Bk 2 pg 199  Certificate business studies book 2 page, 119-120  Gateway sec. Revision pg 125	
4	1	Insurance	Meaning of Insurance and its importance	By the end of the lesson, the learner should be able to Explain the concept of insurance Discuss the meaning of insurance Discuss the importance of insurance	Discussions Definitions Talks from resource persons Explanations of relevant terms associated with insurance Illustrating the "pooling of risk" clearly	Relevant case studies Resource persons Relevant newspaper cuttings	Inventor KLB book 2 page 91-92  Dynamics of business studies Bk 2 pg 212-215  Certificate business studies book 2 page, 122-123  Gateway sec. Revision pg	

							132	
	2-3	Insurance	Purpose and Principles of Insurance	By the end of the lesson, the learner should be able to: Explain the purpose of insurance Identify and explain principles of insurance	Studying case studies Visits to relevant business environment such as an insurance company Talks from resource persons Discussions Explanations Filling insurance documents	Insurance document Resource persons Relevant business environment Relevant case studies Relevant newspaper cuttings	Inventor KLB book 2 page 93-98  Dynamics of business studies Bk 2 pg 216-221  Certificate business studies book 2 page, 125-127  Gateway sec. Revision pg 135	
5	1	Insurance	Life Assurance	By the end of the lesson, the learner should be able to: Define life assurance Explain the risk covered by life assurance	Explanations Discussions Observing insurance documents Reading newspaper cuttings Visits to relevant business environment Viewing pictures, diagrams	Pictures Relevant business environment Relevant newspaper cutting Diagrams Charts Insurance document	Inventor KLB book 2 page 99-100  Dynamics of business studies Bk 2 pg 229-232  Certificate business studies book 2 page, 128  Gateway sec. Revision pg 140-141	
	2-3	Insurance	General or Property Insurance	By the end of the lesson, the learner should be able to Define general insurance Explain the risks insured by general insurance	Definitions Discussions Viewing pictures, charts and diagrams Visits to relevant business environment Illustrations Watching films	Videos Newspaper cuttings Pictures, diagrams and charts Relevant business environment Case studies	Inventor KLB book 2 page 99-100  Dynamics of business studies Bk 2 pg 223-228  Certificate business studies book 2 page, 128-130  Gateway sec. Revision pg 137-140	
6	1	Insurance	Re-insurance and co-insurance	By the end of the lesson, the learner should be able to Define re-insurance and co-insurance Discuss re-insurance and co-insurance	Talks from resource persons Viewing diagrams, charts, pictures Illustrations Explanations Definitions Discussions Visits to relevant business environment	Diagrams Charts Resource persons Relevant business environment Relevant cutting Relevant case studies Pictures	Inventor KLB book 2 page 99-100  Dynamics of business studies Bk 2 pg 239  Certificate business studies book 2 page, 130  Gateway sec. Revision pg 143	
	2-3	Insurance	Obtaining Insurance and compensation	By the end of the lesson, the learner should be able to: Describe procedure for	Discussions Talk from people who have taken up policies and have	Resource persons Relevant newspaper cutting Relevant business	Inventor KLB book 2 page 108-109  Dynamics of business studies	

				obtaining an insurance policy Describe the procedure for making insurance claim	made claims Studying case studies Filing insurance document Visits to relevant business environment Description	environment Relevant insurance documents Relevant case studies	Bk 2 pg 232-133 Certificate business studies book 2 page, 132-133 Gateway sec. Revision pg 141-142	
7	1-2	Product Promotion	Meaning and importance of product promotion	By the end of the lesson the learner should be able to Define product Explain the importance of product promotion	Definition of terms Sharing experiences through story telling Brainstorming sessions Studying relevant case studies Discussions	Case studies Relevant local environment Student's book chapter 8 (certificate b/studies	Inventor KLB book 2 page 111 Dynamics of business studies Bk 2 pg 244 Certificate business studies book 2 page, 136 Gateway sec. Revision pg 147	
	3	Product Promotion	Publicity and public Relations	By the end of the lesson, the learner should be able to Define publicity and public relations Discuss merits and demerits of publicity and public relations	Talks from resource persons Dramatizing or role playing Studying relevant case studies Listening and watching various relevant programs Brainstorming sessions	Radio Television Photos Resource persons Case studies Relevant business environment	Inventor KLB book 2 page 128-129 Dynamics of business studies Bk 2 pg 257 Certificate business studies book 2 page, 159-161 Gateway sec. Revision pg 155-156	
8	1-2	Product Promotion	Personal selling	By the end of the lesson, the learner should be able to Define personal selling Discuss ways of carrying out personal selling	Discussions Watching and listening to relevant programs Talks from resource persons Dramatizing role-playing Sharing experiences Studying relevant case studies	Case studies Resource persons Radio television Newspapers Photos Charts Relevant business environment	Inventor KLB book 2 page 112-118 Dynamics of business studies Bk 2 pg 252-260 Certificate business studies book 2 page, 154-158 Gateway sec. Revision pg 154	
	3	Product Promotion	Advertising and its Importance	By the end of the lesson, the learner should be able to: Define advertisement State importance of advertising	Discussions Definitions Explanation Talks from resource persons Story telling Visits to relevant business environment	Newspapers Resource persons Radio Televisions Relevant business environment	Inventor KLB book 2 page 118 Dynamics of business studies Bk 2 pg 246 Certificate business studies book 2 page, 141-142 Gateway sec. Revision pg	

							147-148	
9	1	Product Promotion	Types of advertisement	By the end of the lesson, the learner should be able to identify and discuss types of advertising	Talks from resource persons Dramatizing/role playing Listening and watching relevant advertisements on radio and television Sharing experience through story telling Discussions	Resource persons Newspapers Posters Brochures Billboards Relevant business environment Radio Television	Inventor KLB book 2 page 119  Dynamics of business studies Bk 2 pg 247  Certificate business studies book 2 page, 143  Gateway sec. Revision pg 149	
	2-3	Product Promotion	Advertising Media	By the end of the lesson, the learner should be able to discuss different types of media for advertising	Listening and watching advertisement on radio and television Sharing experience through story telling Discussions Reading newspapers Visits to relevant business environment Talks from resource persons Dramatizing or role play	Radio Television Newspapers/ magazines Posters Brochures Billboards Resource persons Relevant business environment	Inventor KLB book 2 page 119  Dynamics of business studies Bk 2 pg 247  Certificate business studies book 2 page, 143  Gateway sec. Revision pg 156-159	
10	1	Product Promotion	Merits and demerits of advertising and advertising agencies	By the end of the lesson, the learner should be able to: State functions of advertising agencies Discuss merits and demerits of advertising	Discussions Talks from resource persons Reports on visits and talks Dramatizing on role playing Listening and watching various advertisements on radio and television Visits to relevant business environment	Relevant business environment Radio Television Resource persons Case studies Newspapers Posters Billboards	Inventor KLB book 2 page 126-127  Dynamics of business studies Bk 2 pg 249-250  Certificate business studies book 2 page, 153-154  Gateway sec. Revision pg 149	
	2-3	Product Promotion	Other types of product promotion	By the end of the lesson, the learner should be able to Identify and discuss other types of product promotions	Viewing pictures Discussions Sharing experience through story telling Talks from resource persons Visits to relevant business environment Role playing relevant product promotion activities	Resource persons Radio Television Credit cards Newspapers Relevant business environment	Inventor KLB book 2 page 129-133  Certificate business studies book 2 page, 166-167	
11	1	Product Promotion	Choice of a promotion method	By the end of the lesson, the learner should be able to Discuss the factors which	Talks from resource persons Discussions Sharing experience through	Resource persons Radio Television	Inventor KLB book 2 page 134  Dynamics of business studies	

				influence choice of promotion method	story telling Listening and watching various advertisement and television	Newspapers Posters Relevant business environment	Bk 2 pg 249-250 Certificate business studies book 2 page, 162-164 Gateway sec. Revision pg 160	
	2-3	Product Promotion	Ethical issues in product promotions	By the end of the lesson, the learner should be able to Recognize the need for ethical practices in product promotion	Discussion Talks from resource person Listening and watching various advertisement on radio and television Dramatizing or role-playing various product promotion activities Story telling	Resource persons Radio Television Posters Billboards Relevant business environment Case studies	Inventor KLB book 2 page 135-136 Dynamics of business studies Bk 2 pg 278-279 Certificate business studies book 2 page, 164-165 Gateway sec. Revision pg 161	
12	1-3	<b>END – TERM EXAMINATION</b>						