وزارة التعليم
Ministry of Education
Sultanate of Oman سلطنة عُمان

رؤية عُمان 2040

وثيقة منهج مادة دراسات الأعمال

Business Studies Curriculum

Grades (11-12) – Bilingual Program

2026-2027

وزارة التعليم
المديرية العامة للمؤسسات التعليمية الخاصة

Index		
	Section	**Page**
Syllabus Overview	A. Introduction	3
	B. Format of Business Studies Subject Curriculum	3
	C. Teaching & Learning	3
	D. Topics and Learning Outcomes	3
	E. The Sequence of Teaching and Assessing	4
	F. Types of Assessment Activities	4
	G. Grading Rubric	4
Topics and Learning Outcomes	Grade 11	5
	Grade 12	12

Syllabus Overview

A. Introduction

This document is aimed at providing tutors with guidance on the implementation of business studies subject curriculum and assessment.

The process of preparing this document has been informed by researching the needs of:

1. The Sultanate and its economy.
2. Businesses and their needs for suitably equipped employees for the future
3. Higher educational establishments and their needs for students equipped with appropriate knowledge and skills.

The views of teaching professionals from both the public and private sectors have also been integral to the review process as have the views of students and parents.

B. Format of business studies subject curriculum

Business studies subject has been designed to be delivered over 2 academic years to students in grades 11 and 12, and it comprises four mandatory Units:

Grade	Unit	Semester
11	Unit 1: Business and its Environment.	1
	Unit 2: Introduction to Human Resources Management.	2
12	Unit 3: Finance and Accounting.	1
	Unit 4: Introduction to Marketing.	2

C. Teaching & Learning

Guidance on teaching & learning within the subject is provided at a range of levels. Each unit comprises **Learning Outcomes** – these are broad statements which specify the minimum that students need to achieve to complete the unit successfully. They state: *a student should be able to…/* a *student should understand … etc,* and then provide supplementary information linked to the content of each area. Teachers should use these to help orientate students with the content of each unit and to provide them with information on the standards they need to achieve to be successful.

D. Topics and Learning Outcomes

This table on the following page is intended to provide teachers and students with guidance on the content of learning delivery for this unit. There is intentionally no reference to particular texts to provide teachers with the opportunity to draw on a wide range of learning resources and to encourage students to further develop their own research skills. The content is broken down into **Topics and Learning Outcomes** alongside. These learning outcomes form the basis of the assessment processes for this unit.

E. The Sequence of Teaching and Assessing

The content of Unit 1 as indicated by the **Learning Inputs** has been presented in a logical sequence which aims to assist students build their understanding of the topics. The sequence teachers deliver and assess this unit is not intended to be entirely prescriptive.
Teachers may use their professional judgement when planning the timing and sequence of teaching and assessments to account for their students' progress and local circumstances at the school.
Assessments should be sequenced to follow-on from relevant teaching inputs, assessments should not occur out of sequence to the relevant teaching inputs and follow-on directly after them before a new **Learning Input** is started.

F. Types of Assessment Activities

Teachers should also refer to the curriculum and assessment guidance document when developing assessment activities. Teachers should develop their own assessment activities in line with the comprehensive guidance provided.

G. Grading Rubric

When marking students' responses teachers should be looking for understanding, not only memorization. So, responses which may not exactly match the information presented in books or class notes but still demonstrate a correct understanding of the basic terms and principles are valid. Teachers have to use their professional judgement when grading these types of assessments, particularly in the area of language used. Students should not be penalized for minor inaccuracies because their level of English is not highly developed.

Grade 11

Index

Section	Page	
	Unit 1	Unit 2

Grade 11 - Semester 1

Unit 1: Business & Its Environment

Unit Overview

The purpose of this unit is to enable students to understand some of the fundamental elements of business activity. There are 5 areas of learning associated with this unit which cover:

1.1 The Basis of Business Activity - How fundamental economic factors drive and support business activity, how business opportunities are created and how businesses respond to these in a modern economy by providing products and services which meet demands. How businesses create and add value through business activity. The role of entrepreneurs in a successful economy and the advantages & disadvantages of becoming an entrepreneur.

1.2 The Types of Businesses - How different types of businesses make up a mixed economy, which can be defined by a range of characteristics including sector, type, ownership, and size. The advantages and disadvantages of different forms of business

1.3 The Business size and growth – How business size is measured, which represents the importance of different businesses especially small businesses and different forms of business growth including organic, external, merger, and takeover growth.

1.4 The Business Objectives – How a business decides its objectives, which can be derived from the mission statement.

1.5 Business Stakeholders - The roles of various stakeholders and their needs, wants, rights and responsibilities. How business decisions can impact on different stakeholders in different ways. The Shareholder Concept Vs. the Stakeholder concept. The possible differing aims of stakeholders and the potential for conflict and the importance of CSR.

Unit 1: Topics and Learning Outcomes

Topic	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)
1.1. The Basis of Business Activity (25 lessons):			
Enterprise	15	The Nature of Business Activity	1.1.1 Differentiate between consumers' needs & wants. 1.1.2 Explain the concept of Opportunity Cost. 1.1.3 State examples of Opportunity Cost. 1.1.4 Analyze the Factors of Production required by different firms. 1.1.5 Define added value concept. 1.1.6 State the ways of adding value that businesses can use or implement. 1.1.7 Explain the Economic Problem. 1.1.8 Explain how Economic Problem creates business opportunities.
	10	The Role of Entrepreneurs	1.1.9 Analyze the major advantages & disadvantages of becoming an entrepreneur. 1.1.10 Analyze the role of entrepreneurs in the development of a successful economy. 1.1.11 Describe the key qualities of successful entrepreneurs. 1.1.12 Evaluate students' own personal qualities for becoming a successful entrepreneur.
1.2. The Types of Businesses (15 lessons):			
Business Structure	15	Economics Sectors	1.2.1 Describe primary, secondary, and tertiary sectors. 1.2.2 Provide examples of businesses in primary, secondary, and tertiary sectors. 1.2.3 Explain how the importance of different business sectors may change over time. 1.2.4 Explain why the local Omani economy needs to diversify the sectors it operates within.
		Business Ownership	1.2.5 Identify the different legal structures of a business: a. Sole traders. b. Partnerships. c. Private limited companies. d. Public limited companies. e. Joint ventures. f. Franchises. 1.2.6 Explain the different legal structures of businesses. 1.2.7 Provide examples of public and private sector organizations. 1.2.8 Differentiate between public and private sector organizations in terms of ownership and finance. 1.2.9 Evaluate the main benefits & drawbacks of the different legal structures of businesses.
1.3. Business size and growth (10 Lessons):			
Size of Business	10	Measurement of Business Size	1.3.1 List the measures of business size.
		Significance Small Business	1.3.2 Analyze the importance of small business. 1.3.3 Discuss the advantages and disadvantages of small businesses. 1.3.4 Discuss the strengths and weaknesses of family businesses.

Topic	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)
		Business growth	1.3.5 Determine the reasons for business growth and expansion. 1.3.6 Analyze the different forms of business growth including organic, external, merger, and takeover growth.
1.4. Business Objectives (5 Lessons):			
Business Objectives	5	The importance of business objectives	1.4.1 Define “business objectives”. 1.4.2 Analyze the importance of business objectives. 1.4.3 Describe the SMART objectives. 1.4.4 Define business aim and mission statement. 1.4.5 Analyze the relationship between mission statement, aims, and objectives.
1.5. Business Stockholders (10 Lessons):			
Stakeholders in a business	10	Business stakeholders	1.5.1 Define “Stakeholders”. 1.5.2 Discuss the main business stakeholders.
		Importance & influence of Stakeholders on a business activity	1.5.3 Identify the roles, rights, and responsibilities of different stakeholders. 1.5.4 Evaluate the impact of business decisions on different stakeholders. 1.5.5 Explain the possible conflicts among different stakeholders of a business. 1.5.6 Explain the concept of Corporate Social Responsibility (CSR). 1.5.7 Evaluate benefits and drawbacks of adopting CSR approach.

Unit 2: Introduction to Human Resource Management

Unit Overview

The purpose of this unit is to enable students to understand how the Human Resource Management (HRM) function contributes to business success. There are 3 areas of learning input associated with this unit which cover:

2.1 The role of Human Resource Management (HRM) in workforce planning – How businesses go about the processes of planning the workforce needs, recruiting & selecting suitable staff for different roles and providing development opportunities for new and existing staff to meet business needs.

2.2 Motivating staff to perform – The importance of motivating staff to meet business objectives, how different factors affect staff motivation and how theories of motivation may be utilized with the aim of improving staff motivation and performance. How employee performance may be measured and managed.

2.3 Management – this section includes management functions, different roles of management as suggested by Mintzberg's. it also includes different leadership approaches that a manager may adopt while leading workers.

Unit2: Topics and Learning Outcomes

<table>
<tr><th>Topic Areas</th><th># of Lessons</th><th>Subtopics</th><th>Learning Outcomes
(Students will be able to)</th></tr>
<tr><td colspan="4">2.1 The role of Human Resource Management (HRM) in workforce planning (30 lessons):</td></tr>
<tr><td rowspan="3">Human Resource Management (HRM)</td><td>5</td><td>Purpose and Role</td><td>2.1.1 Define Human Resource Management (HRM).
2.1.2 Discuss the main aim of Human Resource Management (HRM).
2.1.3 Demonstrate the importance of Human Resource Management (HRM).
2.1.4 Analyze and evaluate the importance of Human Resource Management (HRM).</td></tr>
<tr><td>15</td><td>Recruitment & Selection.</td><td>2.1.5 Define recruitment and selection.
2.1.6 Discuss the importance of recruitment and selection.
2.1.7 Explain the various stages of the recruitment process:
a. Identify Vacancy.
b. Job Description.
c. Person Specification.
d. Job Advertisement.
e. Short Listing.
f. Interview.
g. Selection.
2.1.8 Differentiate between internal and external recruitment.
2.1.9 Discuss the advantages & disadvantages of internal and external recruitment.
2.1.10 Identify the main methods of attracting external applicants:
2.1.11 Companies' websites,
2.1.12 Recruitment agencies,
2.1.13 Recruitment websites,
2.1.14 Social media.
2.1.15 Analyze methods used for selecting employees.
2.1.16 Define employee contract.
2.1.17 Explain the role and importance of employee contract.</td></tr>
<tr><td>10</td><td>Training & Staff Development.</td><td>2.1.18 Define "Training".
2.1.19 Analyze the benefits of investing in training:
a. Increased productivity & quality,
b. Improved customer service,
c. Utilization of new technologies,
d. Improved motivation
2.1.20 Discuss the types of training:
a. Induction training.
b. On-the-job training.
c. Off-the-job training.
2.1.21 Differentiate between On-the-job training and Off-the-job training.
2.1.22 Discuss the benefits and limitations of On-the-job training and Off-the-job training.</td></tr>
<tr><td colspan="4">2.2 Motivating staff to perform (20 lessons):</td></tr>
<tr><td>Motivation</td><td>5</td><td>Motivation and its importance</td><td>2.2.1 Define "Motivation".
2.2.2 Differentiate between Intrinsic & Extrinsic Motivation.
2.2.3 Analyze the importance of having well-motivated workers in a business:
a. Increase productivity,
b. Low labor turnover,
c. Less absenteeism,
d. Increased profitability.</td></tr>
</table>

Topic Areas	# of Lessons	Subtopics	Learning Outcomes (Students will be able to)
	15	Motivation Theories	2.2.4 Explain each of the following theory of motivation: a. Frederick Taylor. b. Elton Mayo. c. Abraham Maslow. 2.2.5 Discuss the pros and cons of each motivation theory. 2.2.6 Differentiate between motivation theories. 2.2.7 Evaluate the role of each of the motivation theories within a business setting.
2.3 Management (15 lessons):			
Management	3	Functions of Management.	2.3.1 Analyze the four functions of management: a. Planning, b. Organizing, c. Leading, d. Controlling.
	5	Mintzberg's roles of management.	2.3.2 Define "management". 2.3.3 Describe the ten management roles of Mintzberg's. 2.3.4 Explain the contribution of managers to business performance.
	7	Management styles	2.3.5 Define autocratic management, democratic, and laissez-faire management. 2.3.6 Describe the main qualities of successful leaders. 2.3.7 Differentiate the following management styles: a. Autocratic. b. Democratic. c. Laissez-faire. 2.3.8 Analyze the main features of each management style. 2.3.9 Analyze the key differences between management styles. 2.3.10 Discuss the advantages and disadvantages of management styles.

Grade 12

Index

Grade 12 – Semester 1

Unit 3: Finance & Accounting

Unit Overview

The purpose of this unit is to enable students to understand how finance is sourced and managed within a successful business and how basic accounting procedures and statements support this process. There are 3 areas of learning input associated with this unit which cover:

3.1 Financing and financial planning within a business – The reasons for individuals & businesses to borrow, save or invest money and the role of interest rates in Borrowing & Saving. How businesses utilize a range of sources of finance to start-up, operate and grow.

3.2 Management Accounting - Controlling finance to become a successful business - how financial tools and processes are used within a successful business to control financial activity to ensure financial stability and inform decision making.

3.3 Financial Accounting – The role of the accounting function to a business and how accounting documents are utilized to provide information to stakeholders.

Unit 3: Topics and Learning Outcomes:

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type Continuous Assessment (CA)	Final Exam
3.1 Financing and financial planning within a business (25 lessons):					
Borrowing & saving	10	Borrowing & saving	3.1.1. Define borrowing and saving. 3.1.2. Explain the reasons why businesses borrow and/or save money. 3.1.3. Discuss the risks and rewards associated with Borrowing and Saving. 3.1.4. Calculate the future value of savings.	√	Not Applicable (NA)
		Interest	3.1.5. Describe simple and compound interest rates. 3.1.6. Discuss the impact of simple and compound interest rates on borrowing and saving (lending money). 3.1.7. Calculate the interest expense/income using simple and compound interest rate system. 3.1.8. Describe the concept and types of business model. 3.1.9. Discuss the impact of advanced/delayed loan repayments on interest payable.	√	NA
Business Finance	15	The need for businesses finance	3.1.10. Explain why businesses need finance. 3.1.11. Discuss the various business activities and situations that require financial support. 3.1.12. Distinguish between short and long-term need for finance.	√	√
		Start-up capital Vs. Working capital	3.1.13. Define start-up capital and working capital. 3.1.14. Calculate the working capital. 3.1.15. Distinguish between startup capital and working capital. 3.1.16. Explain the significance of start-up capital in the initial phase of a business. 3.1.17. Describe the role of working capital in daily business operations. 3.1.18. Analyze the ways of managing working capital including managing trade receivables, managing trade payables, and managing inventory. 3.1.19. Define capital expenditure and revenue expenditure. 3.1.20. Explain the differences between revenue expenditure and capital expenditure.	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type	
				Continuous Assessment (CA)	Final Exam
		Sources of Finance	3.1.21. Define the following terms: a. Internal sources of finance. b. External sources of finance. 3.1.22. List the types of internal and external sources of finance. 3.1.23. Explain the types of internal and external sources of finance including: a. Retained earnings. b. Overdrafts. c. Hire Purchase. d. Leasing. e. Debentures. f. long-term loans. g. Share (or equity) capital. h. Business mortgages. i. Venture capital. j. Microfinance. k. Crowd funding. 3.1.24. Analyze the advantages & disadvantages of the following internal sources of finance: a. Retained earnings. b. Sale of unwanted assets. c. Sales and leaseback of noncurrent assets. 3.1.25. List the types of short and long - term external sources of finance. 3.1.26. Assess the advantages & disadvantages of the following: a. short- term external sources of finance: - Bank overdrafts. - Trade credit. - Debt factoring. b. long- term external sources of finance: - Bank long-term loans. - Debentures. - Business mortgages. - Share (or equity) capital. - Government grants. - Venture capital. - Microfinance. - Crowd funding. - Hire Purchase. - Leasing.	√	√
		Factors affecting the sources of finance	3.1.27. State the factors influencing the choice of sources of finance. 3.1.28. Evaluate the factors influencing the choice of sources of finance.	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type	
				Continuous Assessment (CA)	Final Exam
		Selecting the appropriate sources of finance	3.1.29. Recommend a suitable source(s) of finance for a given business situation. 3.1.30. Justify a recommended suitable source(s) of finance for a given business situation.	√	√
3.2 Management Accounting (20 lessons):					
Forecasting and managing cash flow.	10	Cash flow forecast	3.2.1 Define the following terms: a. Cash flow forecast. b. Cash inflow. c. Cash outflow. d. Net cash flow. e. Opening cash balance. f. Closing cash balance. 3.2.2 Classify cash flow items as cash inflows or cash outflows. 3.2.3 Differentiate between cash and profits. 3.2.4 Prepare a simple cash flow forecast. 3.2.5 Comment on the results of a cash flow forecast. 3.2.6 Analyze the benefits of cash flow forecasting to a business. 3.2.7 Discuss limitations of cash flow forecasting.	√	√
		Management of cash flow	3.2.8 Evaluate the major causes of cash flow problems and their impact on working capital.	√	√
Costs and Break-Even	10	The need for accurate cost information	3.2.9 Discuss the importance of accurate cost information effective business decisions.	√	√
		Types of costs	3.2.10 Identify the different types of costs within a business: a. Fixed Costs. b. Variable Costs. c. Semi-variable Costs d. Direct Costs. e. Indirect Costs (overheads). 3.2.11 Provide examples of each type of cost. 3.2.12 Describe the four main categories of overheads: a. Production, b. Selling and distribution, c. Administration, and d. Finance overhead. 3.2.13 Recall the formulas for calculating the following costs: a. Total variable cost: = Number of units * Variable Cost per unit b. Total cost: = Fixed costs + Variable costs	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type: Continuous Assessment (CA)	Assessment type: Final Exam
			c. Total cost per unit (Average cost): = (Total cost of producing a product/ number of units produced) 3.2.14 Calculate the following costs: a. Variable cost per unit. b. Total variable cost. c. Total cost. d. Total cost per unit (Average cost).		
		Break-even Analysis	3.2.15 Define Break-even analysis, margin of safety, contribution per unit, and sales revenue.	√	√
				√	√
			3.2.16 Calculate sales revenue.	√	√
			3.2.17 Describe the Break-even point (BEP) concept.	√	√
			3.2.18 Recall the formula for calculating Break-even point (BEP): = Fixed costs/ contribution per unit	√	√
				√	√
			3.2.19 Calculate the Break-even point (BEP) in terms of number of units.	√	√
			3.2.20 Analyze the benefits of a break-even analysis. 3.2.21 Assess the limitations of a break-even analysis. 3.2.22 Recall the formula for calculating margin of safety (%): = ((Current output level – Break-even point)/ Current output level)*100 3.2.23 Calculate margin of safety. 3.2.24 Interpret the margin of safety results.	√	√
3.3 Financial Accounting (20 lessons):					
Introduction to accounting	5	Accounting	3.3.1 Explain the importance of financial accounts for a business.	√	√
		Importance of Financial Accounts	3.3.2 List the types of financial statements. 3.3.3 Define sales revenue and cost of sales. 3.3.4 Prepare a simple Profit or Loss Statement (Income statement) and Statement of Financial Position (Balance Sheet). (*Note: Adjustments to financial statements such as depreciation, accruals, prepayment, bad debts, inventory valuations are NOT INCLUDED!*) 3.3.5 Explain the following terms: a. Profit before tax. b. Corporation tax. c. Profit for the year (profit after tax), dividends. d. Current liabilities (trade payables, bank overdraft).	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type	
				Continuous Assessment (CA)	Final Exam
			e. Current assets (trade receivables, debtors). f. Non-current liabilities (loans and debentures). g. Net assets. h. Net current assets (working capital). i. Equity (shareholders' funds).		
Published accounts	15	Financial Accounts	3.3.6 Define the following concepts: a. Gross profit margin. b. Operating profit margin. c. Retained profits/earnings. d. share capital. 3.3.7 Prepare a Profit or Loss (Income Statement) & Statement of financial position using data provided. 3.3.8 Explain the concept of profitability and liquidity.	√	√
		Analysis of published accounts	3.3.9 Calculate the following: a. Profitability ratios including Gross profit margin and operating profit margin. b. Return on capital employed ratio (ROCE). c. liquidity ratios including current ratio and acid test ratio. 3.3.10 Distinguish between: a. Gross profit margin and operating profit margin. b. Current ratio and acid test ratio.	√	√

Unit 4: Introduction to Marketing

Unit Overview:

The purpose of this unit is to enable students to understand the role of effective marketing in supporting business success. There are 3 areas of learning input associated with this unit which cover:

4.1 Marketing in a business – The role marketing plays within a business and how it impacts on other business activities, how understanding the different types of markets and how these can change is key to business success.

4.2 Market research in a business – The importance of undertaking market research and the options available to businesses to research and understand their markets, how they use this market intelligence to inform the development of effective marketing strategies and plans.

4.3 Key marketing principles – What is the marketing mix and how can this and other marketing principles be used to support the development of effective marketing strategies within a range of business contexts.

Unit4: Topics and learning outcomes:

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type: Continuous Assessment (CA)	Assessment type: Final Exam
4.1 Marketing in a business (15 lessons):					
The Nature of Marketing	5	Role of Marketing	4.1.1 Define Market Share, Market Size & Market Growth. 4.1.2 Identify typical activities of the marketing function within a business: a. Research. b. Product design. c. Pricing. d. Promotion. e. Distribution. 4.1.3 Explain the typical activities of a marketing function within a business: a. Research. b. Product design. c. Pricing. d. Promotion. e. Distribution. 4.1.4 Explain the role and importance of the marketing function to a business: a. Identifying and satisfying. b. customer needs. c. Maintaining loyalty. d. Gathering information about customers. e. Anticipating changes in markets.	√	√
Market Types & Market Segments	10	Market & Marketing	4.1.5 Define Market & Marketing.	√	√
		Consumer & industrial marketing	4.1.6 Define B2B (industrial marketing) and B2C (consumer marketing). 4.1.7 Discuss the difference between B2B (industrial marketing) and B2C (consumer marketing).	√	√
		Market Segmentation	4.1.8 Identify the various methods of market segmentation. 4.1.9 Explain the methods of market segmentation including: a. Geographic differences. b. Demographic differences. c. Psychographic factors. 4.1.10 Discuss the advantages and disadvantages of market segmentation.	√	√
		Mass & Niche Marketing	4.1.11 Define Mass & Niche Marketing. 4.1.12 Differentiate between Mass & Niche Marketing.	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type	
				Continuous Assessment (CA)	Final Exam
			4.1.13 Discuss the advantages and disadvantages of Mass & Niche Marketing.		
4.2 Market research (15 lessons):					
The Need for Market Research	5	Market Research	4.2.1 Define market research. 4.2.2 Analyze the importance of market research.	√	√
	8	Primary & Secondary Research Methods	4.2.3 Define the primary and secondary market research. 4.2.4 State examples of the following: a. primary market research including: - questionnaires. - Interviews. - Observations. b. Secondary market including: - Mass media reports/articles. - Government reports/statistics. - Internal databases/records. - Market research agency reports. 4.2.5 Explain the role of primary and secondary market research in different business situations. 4.2.6 Discuss the advantages and disadvantages of primary market research. 4.2.7 Discuss the advantages and disadvantages of secondary market research. 4.2.8 Evaluate implementation of primary and sources market research methods in any given business situation.	√	√
	2	Market Research Data	4.2.9 Define the qualitative and quantitative market research. 4.2.10 Justify qualitative and quantitative market research data in any given business situation.	√	√
4.3 - The Marketing Mix (35 lessons):					
Marketing Mix	5	Marketing mix elements	4.3.1 Identify the element of marketing mix. 4.3.2 Define marketing mix (4Ps).	√	√
	8	Product	4.3.3 Define the following: a. Goods. b. Services. c. Product differentiation d. Unique Selling Point (USP). e. Brand/Branding. 4.3.4 Explain the importance of product differentiation/USP. 4.3.5 Explain the role of branding in expanding customer base.	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type: Continuous Assessment (CA)	Assessment type: Final Exam
			4.3.6 State the Factors that make a product successful. 4.3.7 Evaluate the Factors that make a product successful.		
	4	The Portfolio Analysis	4.3.8 Define product life cycle. 4.3.9 State the stages of the product life cycle (Introduction, Growth, Maturity, Decline). 4.3.10 Explain the different stages of the product life cycle (Introduction, Growth, Maturity, Decline). 4.3.11 Label the stages of a **standard** product life cycle (PLC) graph. (Note: students should not be tested on plotting or drawing) 4.3.12 Explain the possible changes in 4Ps at each stage of a product lifecycle. 4.3.13 Describe the meaning of extension strategies. 4.3.14 State examples of extension strategies. 4.3.15 Draw product life cycle (PLC) graph showing the effect of the extension strategies.	√	√
	4	Price	4.3.16 Define Price and price elasticity of demand (PED). 4.3.17 Explain the meaning of different methods of pricing: a. competitive Pricing. b. penetration Pricing. c. Price Skimming. d. Psychological Pricing. e. Dynamic Pricing. f. Price Discrimination. g. Cost plus pricing. 4.3.18 Explain how price elasticity of demand (PED) is used in pricing decision. (Note: students should not be tested in calculation of PED) 4.3.19 Analyze factors affecting price elasticity of demand. 4.3.20 State examples of Elastic & Inelastic products. 4.3.21 Evaluate the factors which determine the price of a product: a. Cost of production. b. Competition. c. Business objectives.	√	√
	7	Place	4.3.22 Define the term “place”. 4.3.23 Identify the different types of distribution channels: a. Directly to the customers/ Direct selling. b. Single-intermediary (through retailers).	√	√

Topic Areas	# of Lessons	Subtopic	Learning Outcomes (Students will be able to)	Assessment type: Continuous Assessment (CA)	Assessment type: Final Exam
			c. Two-intermediary (through wholesalers). 4.3.24 Explain the different types of distribution channels. 4.3.25 Discuss the advantages and disadvantages of distribution channels. 4.3.26 Evaluate the factors influencing choice of channels: a. Degree of control over marketing mix. b. Costs. c. Location (access to market/convenience).		
	7	Promotion	4.3.27 Identify the different methods of promotion: a. Advertising. b. Personal selling. c. Direct promotion. d. public relations. e. Sales promotion. f. Print advertising. g. Broadcast advertising. h. Sponsorship. i. Digital Promotions. 4.3.28 Explain each method of promotion. 4.3.29 Provide examples of each method of promotion. 4.3.30 Explain the importance of promotion including: a. To inform customers. b. Persuade customers. c. Fight competition. d. Increase sales/profits. e. Build & develop brand image. f. Customer loyalty. 4.3.31 Discuss the role of advertising agencies in products promotion.	√	√

نهاية الوثيقة

End of the Document