

Leaving Certificate

Business Studies

Business in Action

Please see *Teachers' Notes* for explanations, additional activities, and tips and suggestions.

Levels	Students' English-language skills should be developed to Level B1 during funded Language Support. Mainstream subject learning will require the development of skills at Level B2 if students are to cope with public examinations.	
Language focus	Key vocabulary, word identification, sentence structure, extracting information from text, writing text, grammar.	
Learning focus	Using Business textbooks and accessing curriculum content and learning activities.	
Acknowledgement	The <i>English Language Support Programme</i> gratefully acknowledges the permission of Gill and Macmillan to reproduce excerpts from <i>The Business Leaving Certificate</i> and <i>Less Stress More Success Business Revision for Leaving Cert</i> by John F. O'Sullivan.	
Contents of this Unit		Page
	Keywords	3
	Vocabulary file	4, 5, 6
	Activating students' knowledge	7
	Focus on vocabulary	8, 9, 10
	Focus on grammar (<i>passives, must/might</i>)	11, 12
	Focus on reading	13, 14, 15, 16
	Focus on writing (<i>writing a business plan</i>)	17, 18
	Answer Key	19

Using this unit

Language support and mainstream subject class

The sections *Activating students' knowledge*, *Focus on vocabulary*, and *Focus on grammar* have been designed, in particular, for Language Support classes.

Focus on reading and *Focus on writing* are suitable for use in either Language Support or subject classes.

Answer Key

Answers are provided at the end of the unit for all activities except those based on free writing.

Textbooks

This unit focuses on the section *Managing 2* of the Leaving Certificate Business curriculum. Students will need to use their textbooks if they are to gain the most benefit from the activities.

Learning Record

The Learning Record is intended to help students monitor their progress. This can be downloaded or printed from the website in the section *Advising Students and Record of Learning for the Leaving Certificate*. A copy of the Learning Record should be distributed to each student for each unit studied.

Students should:

1. Write the subject and topic on the record.
2. Tick off/date the different statements as they complete activities.
3. Keep the record in their files along with the work produced for this unit.
4. Use this material to support mainstream subject learning.

Symbols

Symbols are used throughout the unit to encourage students to develop their own learning and support materials.



prompts students to file the sheet when they have completed the activity. This is used for activities which can be used as a reference in the future e.g. for subject classroom, revision, homework etc.



prompts students to add vocabulary, definitions, or examples of vocabulary in use to their own personal glossary for the topic. A personal glossary makes study and revision more efficient.

Keywords

Activities

marketing
 sales / selling
 production
 distribution
 manufacturing
 delivery
 buying
 franchising
 service
 design
 advertising
 branding
 promotion
 purchasing
 packaging

Business finances

costs
 profit
 loss
 dividends
 prices / pricing
 invoices
 payment
 purchase
 bills
 repayments
 wages
 mortgages
 interest
 accounts
 debts / debtors
 lender
 loan
 discounts
 credit
 tax
 asset
 capital
 investment

Business planning

feasibility
 strategy
 plan
 potential
 research
 development
 growth
 merger

competitive
 financing
 acquisition

People

customers
 competitors
 retailer
 wholesaler
 supplier
 dealers
 employees
 shareholders
 owners
 buyers
 consumer

Characteristics

confidence
 satisfaction
 loyalty
 expertise
 satisfaction
 variable
 fixed
 prompt
 deductible
 expensive
 maturity

Products and services

market
 price
 brand
 stock
 goods
 unit
 demand
 output
 batch

Verbs

to offer
 to generate
 to provide
 to expand
 to exceed
 to anticipate
 to repay
 to increase

to mix

Expressions

cash flow
 profit margin
 financial control

security
 ideas
 sources
 risk
 venture

required
 equity

competition
 term
 share
 grants

available
 channel
 concept
 boards
 contribution
 existing
 capacity
 prototype

process
 shares
 requirements
 stages

brainstorming
 implications
 performance
 ensure
 ownership
 specified
 segmentation
 respondents
 commencement
 desk
 trade
 data
 sole
 collected
 instalments
 structure

NAME: _____ DATE: _____
Leaving Certificate BUSINESS: Business in Action

Vocabulary file for the topic
Business in Action

Word	Meaning	Page(s) in my textbook	Note
research and development			
marketing			
design			
branding			
pricing			
break-even			
promotion			
wholesaler			
retailer			



NAME: _____ DATE: _____
Leaving Certificate BUSINESS: Business in Action

Word	Meaning	Page(s) in my textbook	Note
tax implications			
sole trader			
partnership			
batch			
market segmentation			
market analysis			
economies of scale			
synergy			
equity capital			
expansion			



NAME: _____ DATE: _____
Leaving Certificate BUSINESS: Business in Action

Word	Meaning	Page(s) in my textbook	Note
product life cycle			
limited liability			
prototype			
liquidity			
merger			
alliance			
acquisition			
diversification			
mass production			
business plan			



Introduction

Activating students' existing knowledge

Use a spidergram to activate students' ideas and knowledge on the key points in this chapter. See **Teachers' Notes** for suggestions.

Possible key terms for the spidergram:

launching a new product

running a business

- Invite students to provide key words in their own languages.
- Encourage dictionary use.
- Encourage students to organise their vocabulary into relevant categories (e.g. meaning, nouns, keywords, verbs etc.).



Students should record vocabulary and terms from the spidergram in their personal dictionaries.

NAME: _____ DATE: _____
 Leaving Certificate BUSINESS: Business in Action

Level: B1 Individual / pair

Focus on vocabulary

1. Word building

Complete as much of the grid as possible. There may not be words for every space. Use your dictionary or textbook if necessary.

Noun – object / action /situation	Person / people	Adjective	Verb(s) 1) verb form of the noun 2) verb typically used with this noun
marketing			
research			
production product			
design			
development			

2. Identifying vocabulary

Selling goods is very important for a business. Circle the words in the box below that relate to selling.

retailer	sailor	promotion	employee
stakeholder	marketing	repayment	wholesaler
branding	benefit	cost	loan
	merchandising		expenses
capital		advertising	increase

What do these mean?

policy _____

strategy _____



3. Matching (Marketing)

Match each expression in Column A with a definition in Column B. Draw a line between the matching expressions. Look at your text book if you need help.

Column A	Column B
market trends	the level at which a company is neither making a profit nor a loss
product concept	starting with a low price in order to get into a market
penetration pricing	creating and keeping a good public image
below-cost selling	a general development in the way that people are thinking or behaving in their buying of goods or items
break-even point	the precise idea for a product including what it will look like and who the customers will be
public relations	selling products below the price that they cost in order to attract customers

4. Completing sentences



Choose the best word or phrase to complete the sentences below. Put a), b) or c) in the space.

- Goods are produced in _____.
 a) batches b) shops c) offices
- A _____ shows how a business can develop in the future.
 a) illustration b) DVD c) business plan
- Marketing _____ include pricing, promotion and branding.
 a) shops b) strategies c) people
- If you plan you can _____ future problems.
 a) complain b) foresee c) enjoy
- A _____ is a business owned by one person or a family.
 a) sole trader b) company c) enterprise

5. Matching (Business Expansion)

Match each expression in Column A with a definition in Column B. Draw a line between the matching expressions. Look at your text book if you need help.

Column A	Column B
organic growth	the goods that are sold in the home country
tax revenue	an agreement between two firms so that each firm benefits
economies of scale	money (funding) borrowed from the bank to fund the activities of a company (e.g. expansion)
a joint venture	when a business grows from inside the company
domestic sales	the size of production and sales so that it is possible to reduce overall costs
loan capital	the taxes that a company pay to the government

6. Completing sentences

Choose the best word or phrase to complete the sentences below. Put a), b) or c) in the space.

- _____ comes from the profits or sale of shares by a company.
a) loss b) shareholder c) equity capital
- Business expansion that involves another company is _____.
a) scale b) inorganic growth c) objective
- Firms that introduce different types of business are _____.
a) saving b) diversifying c) in trouble
- There was a _____ between the two companies.
a) merger b) argument c) game
- Irish firms that are located abroad _____ some of their profits.
a) repatriate b) keep c) spend



Level: B1 Individual

Focus on grammar

7. Business plan

A business plan is a statement of objectives, proposed operations, marketing strategy, financial requirements and financial forecasts for a business. It is an essential document for raising capital or loans.

The purpose of a business plan.

1. It states the goals and objectives and sets out how these are to be achieved.
2. It ascertains whether the project is a good one and whether it is likely to provide an adequate profit for the owners.
3. It is required by financial institutions when finance is being sought and also by county enterprise boards when assistance is being sought.
4. It is useful to a person starting a business in mapping out the route to be taken and in becoming focused.

Read the text carefully and find which verbs are used with the terms below.

Noun	Verb
capital or loans	
goals and objectives	
profitability of a project	
an adequate profit	
finance and assistance	
the route	

Now use the verbs into the passive form in the sentences below.

- a) Capital _____ to start up a new company.
- b) Goals and objectives _____ in a business plan.
- c) The profitability of a project _____ in the business plan.
- d) When an enterprise is successful, an adequate profit _____.
- e) Finance and assistance _____ from financial institutions and county enterprise boards.
- f) The route for developing the company _____ in the business plan.

8. Must and Might

must (be) = You are sure that something is true or will happen.

might (be) = You are not sure, it may be true and it may not.

Complete the following sentences using **must** or **might**. If you are sure that the sentence is true, use must. If you are not sure about something, use might.

- a) The sky is dark, I think it _____ rain.
- b) That _____ be my book. I left it there yesterday.
- c) That _____ be John on the telephone. He said he would call at 4 o'clock and it is exactly 4 o'clock..
- d) You _____ draw up a business plan for a new enterprise.
- e) The company _____ be successful although business is bad at the moment.

Level: B1 / B2 Individual / pair

Focus on reading

9. Market Research (1)

Read the text below which is taken from a textbook.

Desk research uses information that is already published. Because of its general accessibility and low cost, it should always be undertaken before field research.

Internal data that has been collected for another purpose is also used. There is a lot of information within a firm that can be used for market research purposes, including records of sales volume; importance of customers; location of customers and sales per customers; reports of sales personnel; computer data-bases; and marketing reports.

External data is data collected by third parties and includes research reports, Government and trade statistics, books, directories, and commercial data-bases.

Desk research is useful, but it is unlikely to provide the information needed. The drawback of desk research is that it takes little account of what is happening in the market: it is often collected for some other purpose, and is usually out of date.

Read the following statements and indicate with a tick (✓) whether they are True or False.

	True	False
Desk research is the only research necessary to plan a new product.		
Government information and statistics are used in desk research.		
Internal data is the information that a company has got.		
It is not possible to find the location of customers.		
Information from desk research is up-to-date.		
Desk research is useful to begin the process of gathering information.		



10. Market Research (2)

Read the text below which is taken from a textbook.

Field research involves collecting original data directly related to a firm's products, customers or markets by making direct contact with potential customers to find their views. Primary data is collected by carrying out fieldwork based on a structured questionnaire or interview with a sample of the population. Field research can be expensive and time-consuming. Its objective is to present a more complete and up-to-date picture of the market.

Surveys involve asking people for their responses to new product ideas. They can be carried out by phone or personal interview by a researcher, using a questionnaire.

Observation is a technique that requires a researcher to watch and record behaviour rather than ask questions.

Read the following statements and put a tick (✓) in the correct column(s) to show the characteristics of different types of research.

	Field research	Surveys	Observation
This research is done by a researcher.			
This research is very time-consuming.			
This research may be done by telephone.			
This research is carried out by making direct contact with potential customers.			
For this research a person watches how people behave but does not ask questions.			



11. Branding

A brand is 'a name, symbol or design that identifies the goods or services of a company and distinguishes them from those of competitors'. A brand name is used to identify a particular brand. Think of the strength and importance of a firm of brand names such as Guinness, Ballygowan, Microsoft, Coca-Cola, Hoover, Nescafé, Barry's tea, Zanussi, Kellogg's.

A brand may be given legal protection through the use of a trade-mark. This is 'a brand that has been given exclusive legal protection for both name and design'. Branding helps customers to identify a particular supplier's goods and creates and maintains their confidence in the performance of the brand. This is achieved by ensuring constant quality, reinforced by appropriate sales promotion and advertising to gain brand loyalty.

Brand loyalty is 'the extent to which customers buy a particular brand of product in preference to similar brands'. It depends largely on customers' satisfaction, so that they buy the product regularly. A well-established brand has considerable value in giving a supplier a competitive advantage.

Choose the best word or expression to complete the sentences below.

1. A brand a product or company.
 a) protects b) identifies c) talks d) uses
2. A trade-mark a brand.
 a) recognises b) is known c) finds d) protects
3. Branding creates in a supplier's goods.
 a) confidence b) worry c) money d) problems
4. Companies want to ensure that their customers are
 a) shopping b) looking c) loyal d) thinking
5. Companies use sales to inform customers about their goods.
 a) brands b) promotions c) packaging d) discount
6. Customers must be satisfied about the of the products.
 a) size b) colour c) quality d) shape
7. It is an advantage to have a brand.
 a) well-known b) colourful c) old d) big

8. Match the words in column A with words that have a similar meaning in column B

A	B
firm	standard
quality	recognised
established	company



12. Venture capital

This is finance provided as start-up capital to new firms that are considered to be especially risky and unable to raise finance from more conventional sources. Capital is provided through a loan or through purchase of shares or both.

A venture capital company usually appoints one of its staff to the board of directors of the new enterprise to oversee the operations. Examples of venture capital companies: Allied Irish Investment Bank, Industrial Credit Company.

Answer the following questions based on the text above.

1. When is venture capital necessary?

2. What types of enterprise need venture capital?

3. Who is appointed to the board of directors of the new enterprise?

4. Why can the enterprise not get finance from a bank?



13. Ownership of enterprises

Sole traders set up a business of which they are the sole owner. This is an attractive route for a person who is concerned with retaining ownership and control of their own business.

A partnership is an agreement between two or more people (up to a maximum of twenty) to go into business together with a view to making a profit.

A limited company is a legal entity separate from its owners. The shareholders have limited liability and are not personally liable for the debts of the company: they can lose only the amount of their investment.

Read the following statements and indicate with a tick (✓) whether they are True or False.

	True	False
A sole trader has a partner.		
A sole trader owns the business.		
Twenty-five people can be partners in a business.		
Partners go into business to make a profit.		
A shareholder in a limited company must pay for company debts personally.		

Level: B1 / B2
Pair

Focus on writing



Working with your partner:

1. Look at these logos which represent different companies. Can you identify all the products or services?
2. Talk about other brands that you see in your daily life. What brands do you think of immediately?
3. **Select two of the logos above and write a piece of text about each.** Your text should include the following information:
 - Description of the product or service – what is it, what does it provide?
 - Is it a domestic or international company?
 - What is the target customer group – adult, home, young people etc.?
 - What image does the company want to project – fun, reliable, active, relaxing etc.?
 - Do you think that the company gets *brand loyalty*? What sort of consumers use the brand?

15. Work with your partner:

You are going to make notes for a business plan for a company that you would like to set up.

1. Decide on the type of company.
2. Draw up a business plan under the following headings:
 - a. What are the goals and objectives of the enterprise?
 - b. What is your target consumer group?
 - c. How will you get finance to start the company?
 - d. What do you need to start up – premises, goods, equipment etc.?
 - e. How will you advertise or promote your product or service?

Answer Key

Focus on vocabulary

1. Word building

Noun – object / action / situation	Person / people	Adjective	Verb(s) 1) verb form of the noun 2) verb typically used with this noun
marketing	marketer	marketable	to market
research	researcher		to research
production product	producer	productive	to produce
design	designer	designer	to design
development	developer	developed	to develop

2. Identifying vocabulary

retailer	sailor	promotion	employee
stakeholder	marketing	repayment	wholesaler
branding	benefit	cost	loan
capital	merchandising		expenses
	advertising		increase

policy = ideas or a plan of what to do that has been agreed by a number of people
 strategy = a detailed plan to achieve success

3. Matching

Column A	Column B
market trends	a general development in the way that people are thinking or behaving in their buying of goods or items
product concept	the precise idea for a product including what it will look like and who the customers will be
penetration pricing	starting with a low price in order to get into a market
below-cost selling	selling products below the price that they cost in order to attract customers
break-even point	the level at which a company is neither making a profit nor a loss
public relations	creating and keeping a good public image

4. Completing sentences

1. a)
2. c)
3. b)
4. b)
5. a)

5. Matching (Business Expansion)

Column A	Column B
organic growth	when a business grows from inside the company
tax revenue	the taxes that a company pay to the government
economies of scale	the size of production and sales so that it is possible to reduce overall costs
a joint venture	an agreement between two firms so that each firm benefits
domestic sales	the goods that are sold in the home country
loan capital	money (funding) borrowed from the bank to fund the activities of a company (e.g. expansion)

6. Completing sentences

Choose the best word or phrase to complete the sentences below. Put a), b) or c) in the space.

1. c)
2. b)
3. b)
4. a)
5. a)

Focus on grammar

7.	Noun	Verb
	capital or loans	to raise
	goals and objectives	to state / to achieve
	profitability of a project	to ascertain
	an adequate profit	to provide
	finance and assistance	to seek
	the route	to map out

- a) Capital **is raised** to start up a new company.
- b) Goals and objectives **are stated** in a business plan.
- c) The profitability of a project **is ascertained** in the business plan.
- d) When an enterprise is successful, an adequate profit **is provided**.
- e) Finance and assistance **are sought** from financial institutions and county enterprise boards.
- f) The route for developing the company **is mapped** in the business plan.

8. Must and Might

- a) The sky is dark, I think it **might** rain.
- b) That **must** be my book. I left it there yesterday.
- c) That **must** be John on the telephone. He said he would call at 4 o'clock and it is exactly 4 o'clock..
- d) You **must** draw up a business plan for a new enterprise.
- e) The company **might** be successful although business is bad at the moment.

Focus on reading

9. Market Research (1)

	True	False
Desk research is the only research necessary to plan a new product.		√
Government information and statistics are used in desk research.	√	
Internal data is the information that a company has got.	√	
It is not possible to find the location of customers.		√
Information from desk research is up-to-date.		√
Desk research is useful to begin the process of gathering information.	√	

10. Market Research (2)

	Field research	Surveys	Observation
This research is done by a researcher.	√	√	√
This research is very time-consuming.	√		√
This research may be done by telephone.		√	
This research is carried out by making direct contact with potential customers.	√		
For this research a person watches how people behave but does not ask questions.			√

11. Branding

1. b)
2. d)
3. a)
4. c)
5. b)
6. c)
7. a)
- 8.

A	B
firm	company
quality	standard
established	recognised

12. Venture capital

1. It is necessary as start-up capital when a new enterprise is being set up.
2. Enterprises that are risky or cannot get money from anywhere else.
3. One of the staff of the venture capital company is appointed to the board of directors of the new enterprise.
4. It cannot get finance from a bank because it is too risky.

13. Ownership of enterprises

	True	False
A sole trader has a partner.		√
A sole trader owns the business.	√	
Twenty-five people can be partners in a business.		√
Partners go into business to make a profit.	√	
A shareholder in a limited company must pay for company debts personally.		√