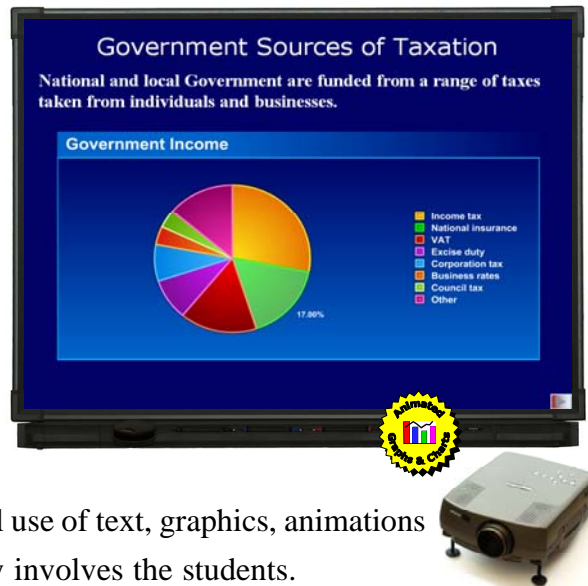


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The presentations average 35 slides each and feature quality photos, animations, and interactive elements. Note templates are also included and are ideal for teacher narration notes, lesson plans and student notes. Users of PowerPoint 2000 (or later) can easily edit the presentations to suit their own needs. **Each Interactive Self Assessment** specifically supports a core presentation and consists of up to 18 interactive quizzes (10 questions per quiz). The quizzes are designed to engage students and reinforce learning (utilizing feedback) in an enjoyable way - overall scores are provided to the students.



Trades Unions and the Law

1925 National Mine Workers' Strike led to protest against proposed pit closures. This was to prove a turning point in the struggle over union rights.

The strike lasted a year, but eventually after suffering a great deal of hardship, many individual miners started to return to work and eventually the strike collapsed.

From this date onwards, the powers of the Trade Unions, and their numbers were reduced.



Mark-Up v Profit Margin

In this exercise, change the selling price, and test your calculations.

Interactive Point to Reveal Diagrams

Calculations ON/OFF

<p>Mark-up</p> $\frac{\text{Profit}}{\text{Cost}} \times 100\%$ $= \frac{175}{325} \times 100\%$ $= 53.84\%$	<p>Profit Margin</p> $\frac{\text{Profit}}{\text{Selling Price}} \times 100\%$ $=$ $=$	<p>Selling Price £ 500</p> <p>Profit £ 175</p> <p>Cost £ 325</p>
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Set 1 - Introduction
Introduction to Business
Introduction to the Economy
The Industrial Sectors
Private Sector Business 1 & 2
Public Sector Business
Business Structure
Ways of Organising
Communications & IT

Public Sector



Public sector organisations, such as the armed services, the police, local authority schools and libraries, are owned by central or local government.

Public sector organisations exist to provide services to the public, not to make a profit.

Business Objectives

Discuss each of these aims. What objectives might be set in order to achieve each aim? Point the mouse over an aim to reveal some suggestions...

To make a profit

- Discuss the effect on the environment in every business decision
- Sponsor a local cycle race
- Remove all damaging chemicals from products and production
- Ban smoking from the workplace

To continuously improve the quality of the products

To safeguard the environment

To provide a quality voluntary service

To dominate the market

To provide the highest level of customer service

Interactive Diagrams

The Economy

The economy is the organisation of wealth (money, goods, property) & resources in a nation. Economics is the study of how an economy is organised.

Primary economic activity is the production, distribution and sales of goods and services.



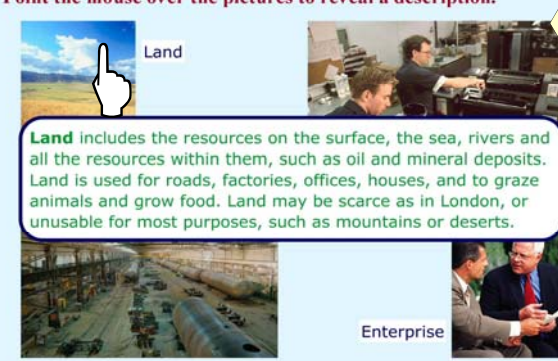
Factors of Production - Revision

Point the mouse over the pictures to reveal a description.

Land

Land includes the resources on the surface, the sea, rivers and all the resources within them, such as oil and mineral deposits. Land is used for roads, factories, offices, houses, and to graze animals and grow food. Land may be scarce as in London, or unusable for most purposes, such as mountains or deserts.

Enterprise



Products of the Secondary Sector

Secondary sector activity includes manufacturing which makes two types of product:

Producer Goods

&

Consumer Goods



Producer goods are used by businesses to make other goods.

Examples of producer goods:

- Components for car makers, aircraft and computer manufacturers
- Machinery for factories
- Chemicals for the brewing and chemical industries


The Industrial Sectors - Notes

Slide 4

Primary Sector

Primary sector business activity makes use of natural resources in growing crops and gathering raw materials.

The primary sector covers agriculture, forestry, fishing and extractive industries, such as quarrying, mining, fuel and metals.




Slide 5

Products of the Primary Sector

Primary sector businesses include the producers of:

- Basic food stuffs, such as grain and fish
- Timber for construction
- Pulp for paper and fibre board
- Steel for the automotive and engineering industries
- Oil, coal and gas for power



Note templates are provided for every slide - 3 slides per page. These are perfect for a teacher's narration notes and lesson plans or for student notes. The notes are easily printed in full colour or b/w.


Slide 6

Products of the Primary Sector

Most products of the primary sector are considered commodities or raw materials for other industrial sectors.

Example:

The primary sector produces timber out of the raw material wood. The timber is a raw material for the construction industry (secondary sector).



Introduction to Sales

The role of sales is to sell the products. There are many methods used in selling. The methods used vary according to the type of business:

- **Shops (retailing) use sales assistants.**
- **Manufacturers use sales representatives who visit retailers and encourage them to order and sell their products.**
- **Some products, such as double glazing and insurance are sold by door-to-door selling.**



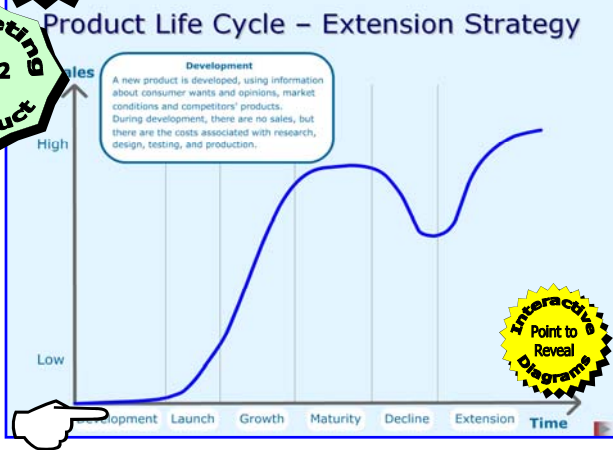
Marketing & Sales Set 2 Business St. 14-18

MARKETING & SALES

PACK A - 9 VISUALLY ENGAGING THEORY PRESENTATIONS.
PACK B - 18 SETS OF SUPPORTING INTERACTIVE QUESTIONS.

Set 2 - Marketing & Sales
Introduction to Marketing
Market Research 1 & 2
Marketing - Product
Marketing - Price
Marketing - Promotion 1 & 2
Marketing - Place
Retailing & Sales

Marketing Product Set 2



Introduction To Marketing Set 2

Culture and Religion

There are many products which are aimed at particular cultures and religions, e.g.

- Bollywood movies, and Asian network channels, such as Sony, Zee and B4U.
- Kosher restaurants

A special Passover soup

Marketing Promotion - Set 2

Direct Marketing

Direct marketing involves sending or giving promotional materials directly to individual consumers by post (direct mail), email, phone or door-to-door. Direct marketing by phone or door-to-door involves personal selling.

The difference between direct marketing and advertising, is that with direct marketing you know precisely who is receiving your promotional materials, whereas you do not know who is seeing your adverts. Advertising is always non-personal.

Marketing Place Set 2

Choice of Distribution Channel

Producers have to think very carefully about their choice of distribution channel - it is a key part of their marketing strategy.

Makers of designer clothing carefully select which retailers to sell through.

For designer clothing, image is very important - they cannot be seen selling alongside very cheap brands. They also compel retailers to maintain high prices.

Market Research Part 1 Set 2

Types of Sampling - Summary

- Random
- Stratified Sampling: In stratified sampling, the population is split into natural 'layers' or 'strata'. The numbers in each strata of the sample are calculated to be proportionately the same as in the population. Random or systematic sampling is then used to select the sample members from the population.
- Systematic

Interactive Point to Reveal Diagrams

Private Sector Business 1 Quiz A

Q8. What is the name for the legal document which sets out how a partnership will run?

Enter your answer:

Correct - Well Done!

Private Sector Business 1 Quiz A

Q5. If an unincorporated business goes bankrupt, the owners have to pay any debts themselves. This is called...

A. Personal Responsibility
 B. Limited Liability
 C. Unlimited Liability
 D. Personal Tax

Sorry, the answer is 'C'.

Interactive Self Assessment Questions

Market Research Part 2 Set 2

Product Tasting and Testing

Product tasting is where new foods are prepared and offered to consumers, to sample them. Consumers give their opinions which are recorded.

Product testing is a scientific process to determine preferences or whether people can tell the difference between two brands.

There are many types of test used.

In one type of test, consumers are offered two different brands of a product, asked to taste both, and then pick their favourite.

This type of test detects the preferences of a large number of people.

Marketing Promotion - Set 2

Promotional Methods Summary

Public Relations
 Public relations or PR, is a planned attempt to create a good image of the organisation, which is not directly paid for.

Interactive Point to Reveal Diagrams

People in Business
Set 3
Business St. 14-18

PEOPLE IN BUSINESS

PACK A - 9 VISUALLY ENGAGING THEORY PRESENTATIONS.
PACK B - 15 SETS OF SUPPORTING INTERACTIVE QUESTIONS.

Set 3 - People in Business
Stakeholders
Customers
Employment 1 & 2
Labour Needs
Recruitment
Training
Motivation
Industrial Relations

Training
Set 3

Appraisal to Identify Training Needs

Appraisal is used to assess an employee's progress and performance in their job, and should be for both part-time and full-time staff.



The appraisal is usually ongoing, and formal interviews may form part of this process (taking place once or twice a year.)

Recruitment & Selection
Set 3

Recruitment and the Law

Drag and drop the correct description to match the corresponding discrimination act.



James applied for a job as a teacher, but failed to get an interview.

Disability Discrimination Act 1986



Jonathan applied for a job as a cashier, but failed to get an interview.

Age Discrimination Act 2006



Julie applied for a job as a builder, but failed to get an interview.

Race Relations Act 1976



Rikesh applied for a job as a company manager, but failed to get an interview.

Race Relations Act 1976

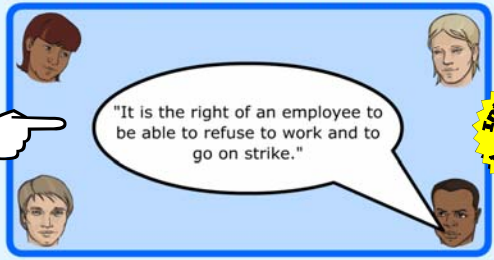
Interactive
Point to Reveal
Diagrams

Industrial Relations
Set 3

Trades Unions - The Right to Strike

In 2002/2003 UK Fire Fighters started a period of strikes, during which cover was provided by the army using Green Cross fire engines. On November 14, 2002, Evan Davies (aged 45) died in a house fire.

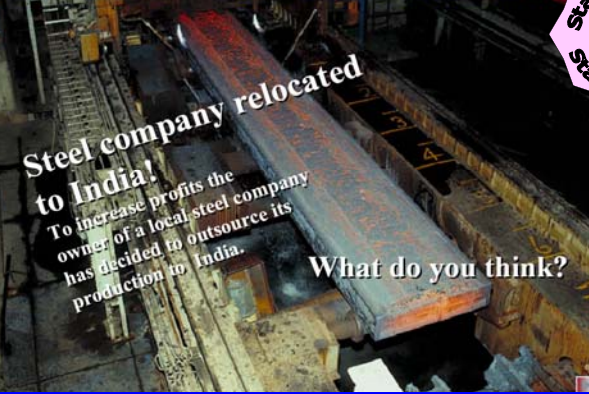
Move the cursor over the diagram to find out different people's views.



Interactive
Activities

Stakeholders
Set 3

Stakeholder - Rights and Responsibilities



Recruitment & Selection
Set 3

External Recruitment



Customers
Set 3

Consumer Protection and the Law

Answer the following questions.

The Sale of Goods and Services	
Sale of Goods Act, 1979 (amended 1994 & 2002)	<input type="checkbox"/>
Consumer Credit Act, 1974	<input type="checkbox"/>
Trade Descriptions Act, 1968	<input type="checkbox"/>
Labelling of Food Regulations, 1970	<input type="checkbox"/>
Weights and Measures Act, 1986	<input type="checkbox"/>
Health and Safety Law	
Consumer Protection Act, 1987	<input type="checkbox"/>
Health and Safety Act, 1974	<input type="checkbox"/>
Food Safety Act, 1990	<input type="checkbox"/>

Select the correct area of consumer protection for the following...
A 250g tin of beans is found to weigh only 240g.

Check Answer Clear

Interactive
Activities

Recruitment & Selection
Set 3

External Recruitment

External recruitment can be carried out in a number of different ways.

Move the mouse over these four terms to find out more about methods of external recruitment.

Head Hunting



Job Centre

Job Centre
These are Government organised centres which can put companies in touch with suitably unemployed workers.

Employment Agency

Interactive
Point to Reveal
Diagrams

Advertisement

Stakeholders
Set 3

Stakeholder - Rights and Responsibilities

The rights and responsibilities of different stakeholders can come into conflict. This happens when the interests of one group of stakeholders oppose the interests of another stakeholder group.

In the 1990's, to boost shareholder profits, banks started to introduce many more automatic tell machines. This reduced the number of cashiers needed in the banks, resulting in redundancies.



This can cause conflict between shareholders and employees.

Production & Finance
Set 4
Business St. 14-18

PRODUCTION & FINANCE

PACK A - 7 VISUALLY ENGAGING THEORY PRESENTATIONS.
PACK B - 13 SETS OF SUPPORTING INTERACTIVE QUESTIONS.

Set 4 - Production & Finance
Accounts
Cost and Revenue
Cash Flow and Profit
Controlling Finance
Production
Quality Control
Innovation and Efficiency

Control of Finance
Set 4

Controlling Finance - Purchase Order

Once a company has identified the product they wish to buy, a purchase order is completed and posted or faxed to the supplier.

Supplier: <i>Speeding Cars Production</i>		Order No: <i>002/30</i>	Date: <i>22/11/07</i>
Delivery address (if different from above):		Delivery date: <i>10/1/08</i>	
Quantity: <i>10</i>	Description: <i>Super Sports Coupe</i>	Price: <i>£48,000</i>	
Please quote order number on invoice		Total: <i>£480,000</i>	
Signed on behalf of: <i>Richard Jones</i> Date: <i>22/11/07</i>			

If the items are required immediately, the order can be telephoned. In this case the order number must be quoted.

The Company placing the order keeps a copy of the purchase order for its records.

Limitations of Accounts

Enron man jailed for fraud role...
The former Enron executive Richard Causey has been jailed for five-and-a-half years for his part in the massive fraud which brought down the American energy company.

Which organisation attempts to prevent fraud in Britain?

Accounts
Set 4

Production
Set 4

Production Methods



Mass production:
Production takes place as a continuous process. The product flows from one process onto the next, e.g. car production.

Break-even Point

Use the following graph to identify the Company break-even point

Break-even point = 12,200 units
Profitable production occurs above 12,200 units

Profit
Set 4

The Business Environment
Set 5
Business St. 14-18

THE BUSINESS ENVIRONMENT

PACK A - 8 VISUALLY ENGAGING THEORY PRESENTATIONS.
PACK B - 14 SETS OF SUPPORTING INTERACTIVE QUESTIONS.

Set 5 - Business Environment
Location and Distribution
Business Plan & Objectives
Size and Growth
External Environment
Business and Government
International Trade
European Union
Globalisation

The Business Plan & Objectives
Set 5

Mission Statement

Once the Company managers have decided the Company ethos, it will be written as a mission statement.



Business Ethics

Many businesses have to consider the animal rights implications of their business activities.

Animal rights activists target, with direct action, businesses which they feel carry out unacceptable activities. Many consumers wish to purchase products which have not entailed animal cruelty.

External Environment
Set 5

Globalisation
Set 5

Globalisation - Car Manufacturers

Car makers not only compete in their home market, but all over the world.
The Japanese car maker Toyota, is expanding its factories all over the World, while General Motors is closing factories.
Use the date control to see these changes...



Government - Monetary Policy

In 1997, the Labour Government passed the control of monetary policy over to the Bank of England, who now sets interest rates.
The Government has set the bank a target for inflation, which is to stay below 2.0%.
Drag and drop the correct term into the space to complete the sentence

When interest rates go up individuals and companies are more likely to save instead of spending money, as they get a higher return on their money. It is also more expensive to take out a loan, as the repayment rates are higher. Companies are more likely to invest in expansion and individuals are more likely to buy expensive goods. This helps to reduce inflation but increases unemployment.

When interest rates go down individuals and companies are more likely to save instead of spending money, as they get a lower return on their money. It is also less expensive to take out a loan, as the repayment rates are lower. Companies are more likely to invest in expansion and individuals are more likely to buy expensive goods. This helps to increase inflation but decreases unemployment.

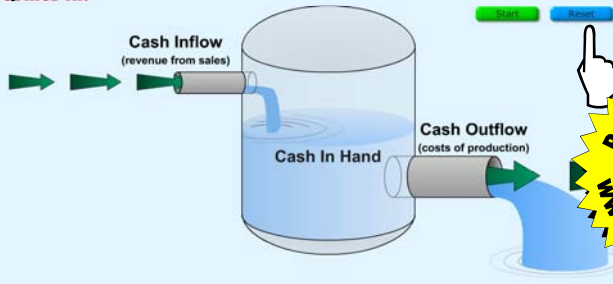
Interest Rates: Rise, Fall
Higher, Lower, Less, More

Business & Government
Set 5

Cash Flow & Profit Set 4

Negative Cash Flow

cash flow shows that the amount of funds flowing into the business are less than the amount going out. Cash flow falls as more money goes out of the business, than comes in.



Preview Online
www.sserltd.co.uk

Cash Flow

The table below shows the cash flow over four months, for the tyre company 'Tyres Are Us'.

Cost	Revenue	March	April	May	June
Wage		£16,000	£18,000	£13,500	£20,000
Rent		£1,200	£1,200	£1,200	£1,200
Tyres		£10,000	£32,000	£12,500	£40,000
Sales		£20,000	£64,000	£25,000	£80,000
Interest		£2,000	£1,800	£2,200	£2,000

March the cash flow for Tyres Are Us was...

Positive Zero Negative

Check Answer

Reset

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