

Federal Democratic Republic of Ethiopia

Ministry of Education

Minimum Learning Competencies

and

Content Flow Chart

General Business Grades 11&12

2009

Minimum Learning Competencies(MLC) for Grade 11

Theme	Competencies
Nature of Business	<ul style="list-style-type: none"> • Define business and business enterprises • Distinguish between human wants and needs • State the importance of business enterprises • List the different kinds of business enterprises • Identify the functions of each kind of business • Relate business activities to real life situation • Initiated to take part in some of the business activities • State the impact of business environment on the business enterprise
Forms of Business ownership	<ul style="list-style-type: none"> • Identify common forms of business ownership • Define each forms of business ownership • Make distinction among the three major forms of business ownership • Explain the advantages and disadvantages of the three business ownership form • Identify five other alternative forms or less common business ownership • State the limiting factors of choices of business ownership
Financing Business Organization	<ul style="list-style-type: none"> • Define money and its importance • Identify the source of capital for investment • List types of bonds • Distinguish between common stock and preferred stock • Discuss the role of National Bank and Commercial Bank • Explain the procedure associated with: <ul style="list-style-type: none"> - Granting loan - Accepting deposits - Saving account - Current account • Define risk • List down the types of risks • Define insurance • List down the types of insurances • Explain the impact of HIV/AIDS on insurance companies • Examine the financial and investment policies in Ethiopia
Production	<ul style="list-style-type: none"> • Define production • Describe production function • Explain the four factors of production • Determine entrepreneur and entrepreneurial • Identify production cost • Describe the use of considering different location of facilities for production process • Explain production/operation management

Minimum Learning Competencies(MLC) for Grade 12

Theme	Competencies
Marketing	<ul style="list-style-type: none"> • Define marketing and market • Explain the difference between market and marketing • Discuss major marketing functions • Explain the four marketing mixes namely: <ul style="list-style-type: none"> - Product - Price - Place(Distribution) - Promotion • Define product • Classify types of product • Demonstrate the product life cycle • Define price • Differentiate the various pricing approaches • Calculate unit selling price using: <ul style="list-style-type: none"> - Cost plus pricing - Rate of return pricing • Define place (distribution) • Explain two ways of distributing goods namely <ul style="list-style-type: none"> - Using intermediaries and - Using different modes of transportation • Define warehouse • Explain types of warehouse • Explain marketing management • Define promotion • Describe the four promotional mixes Namely:- Advertising <ul style="list-style-type: none"> - Sales promotion - Personal selling - Publicity
Communication	<ul style="list-style-type: none"> • Define communication and business communication • Describe the three methods of communication • Identify the basic parts of business letter • Define business report • Describe other common reports and their headings • Identify elements included in curriculum vitae (CV)

MLC & Content Flow Chart of General Business

Theme	Competencies
Trade	<ul style="list-style-type: none"> • Define trade • Differentiate types of trade • Explain the meaning and importance of foreign trade in Ethiopia • Realize the nature of foreign trade • Explain foreign trade and its bases • Explain different documents that the importer must receive from the exporter before the ship arrives • Discuss the meaning and functions of foreign enquiries and quotations • Elaborate foreign terms of payment • Discuss customs duty estimation procedure in Ethiopia • Identify the different methods of entering international trade
Business Records Keeping	<ul style="list-style-type: none"> • Define accounting • Discuss importance of accounting • Prepare beginning balance sheet • Record the opening entry in the general journal • Post the opening entry in the ledger • Analyze business transaction • Record business transaction • Sort business transaction through posting • Use income and expense accounts as contra capital account • Analyze income and expense transactions • Prepare six column worksheet • Prepare income statement • Prepare capital statement • Prepare balance sheet • Analyze the importance of six column worksheet, income statement, capital statement, and balance sheet

Content Flow Chart of General Business Education Grade 11

Theme	Sub-Topic	Content
Nature of Business	<ul style="list-style-type: none"> ▪ What is business ▪ Importance of business enterprise ▪ Kinds of business “ ▪ Business Environment 	<ul style="list-style-type: none"> ▪ What is business <ul style="list-style-type: none"> ★ Socio-economic activity ★ Needs and wants ★ Goods and services ★ Business intends to make private profit ▪ Importance of business <ul style="list-style-type: none"> ★ Agent of exchange ★ Source of income ★ Agents of socio-cultural interaction ★ Agents of technological advancement ★ Source of employment ▪ Kinds of business enterprises <ul style="list-style-type: none"> ★ Production enterprise ★ Distribution enterprise ★ Service enterprise ▪ Business environment <ul style="list-style-type: none"> ★ Economic environment ★ Legal environment ★ Socio-cultural environment ★ Physical environment ★ Technological environment
Forms of Business ownership	<ul style="list-style-type: none"> ▪ Common forms of business ownership 	<ul style="list-style-type: none"> ▪ Sole proprietorship ▪ Partnership ▪ Corporation
	<ul style="list-style-type: none"> ▪ Less common forms of business ownership 	<ul style="list-style-type: none"> ▪ Limited partnership ▪ Joint venture ▪ Joint stock company ▪ Cooperative ▪ Franchise
	<ul style="list-style-type: none"> ▪ Choice of ownership form 	<ul style="list-style-type: none"> ▪ The nature of business ▪ The financial effects on operator ▪ The attitude of the owner
Financing business organization	<ul style="list-style-type: none"> ▪ Money and its importance 	<ul style="list-style-type: none"> ▪ Functions of money ▪ Characteristics of money ▪ Forms of money in Ethiopia ▪ Effects of money supply

MLC & Content Flow Chart of General Business

Theme	Sub-Topic	Content
	<ul style="list-style-type: none"> ▪ Source of capital for investment 	<ul style="list-style-type: none"> ▪ Equity financing ▪ Debt financing
	<ul style="list-style-type: none"> ▪ Bonds and stock 	<ul style="list-style-type: none"> ▪ Bonds ▪ General Features of bonds ▪ Types of corporate bonds ▪ Stocks ▪ Types of stock
	<ul style="list-style-type: none"> ▪ Banking system 	<ul style="list-style-type: none"> ▪ Important services of banks <ul style="list-style-type: none"> - Banks accept deposit and safe guard money - Banks transfer money made by check - Banks make loan to individuals, businesses and governments
	<ul style="list-style-type: none"> ▪ Risk 	<ul style="list-style-type: none"> ▪ Risk ▪ Types of Risk ▪ Risk management
	<ul style="list-style-type: none"> ▪ Insurance ▪ Classification of insurance 	<ul style="list-style-type: none"> ▪ Insurance ▪ Principles of insurance ▪ Impacts of HIV/AIDS on insurance companies
	<ul style="list-style-type: none"> ▪ The practice of insurance in Ethiopia 	<ul style="list-style-type: none"> ▪ Domestic investors ▪ Foreign investors
	<ul style="list-style-type: none"> ▪ Investment polices in Ethiopia 	<ul style="list-style-type: none"> ▪ Areas of investment
Production	<ul style="list-style-type: none"> ▪ Definition of production ▪ Production function 	<ul style="list-style-type: none"> ▪ Definition of production ▪ Production function
	<ul style="list-style-type: none"> ▪ Factors of production 	<ul style="list-style-type: none"> ▪ Land ▪ Labor ▪ Capital

MLC & Content Flow Chart of General Business

Theme	Sub-Topic	Content
	<ul style="list-style-type: none"> ▪ Production/operation management 	<ul style="list-style-type: none"> ▪ Entrepreneurship ▪ Entrepreneur and entrepreneurship ▪ Entrepreneurial traits ▪ Motivation for starting a business ▪ Success factors for entrepreneurs ▪ Kinds of entrepreneurship
	<ul style="list-style-type: none"> ▪ Costs of production 	<ul style="list-style-type: none"> ▪ Direct cost ▪ Manufacturing overhead cost
	<ul style="list-style-type: none"> ▪ Location of facilities for production process 	<ul style="list-style-type: none"> ▪ Availability of market ▪ Availability of Resource ▪ Availability of Utilities ▪ Availability of Site

Content Flow Chart of General Business Education Grade 12

Theme	Sub-Topic	Content
Marketing	<ul style="list-style-type: none"> ▪ What is marketing 	<ul style="list-style-type: none"> - Needs and wants - Exchange and transaction - Product - Customer value ▪ Customer satisfaction
	<ul style="list-style-type: none"> ▪ What is market ▪ Major marketing functions ▪ The marketing mixes 	<ul style="list-style-type: none"> - Types of market

MLC & Content Flow Chart of General Business

Theme	Sub-Topic	Content
Marketing	<ul style="list-style-type: none"> • The product life cycle ▪ Marketing promotion ▪ Marketing management 	<ul style="list-style-type: none"> - Product - Classification of product - Stages of product life cycle <ul style="list-style-type: none"> ▪ Introduction ▪ Growth ▪ Maturity ▪ Decline - Price <ul style="list-style-type: none"> ▪ The meaning and use of price ▪ Price and non price competition ▪ Pricing objectives ▪ General approaches to pricing - Cost based pricing <ul style="list-style-type: none"> - Cost plus pricing - Rate of return pricing - Breakeven analysis ▪ Value based pricing ▪ Competition based pricing - Place (Distribution) <ul style="list-style-type: none"> - Distribution channel for consumer goods - Distribution channel for industrial goods - Channel decision - Factors for choice of channels decision ▪ Marketing intermediaries ▪ Warehousing – Types of warehouse ▪ Transportation ▪ Promotional mixes <ul style="list-style-type: none"> - Advertising <ul style="list-style-type: none"> ▪ Advantages and disadvantages of advertising ▪ Media advantages and disadvantages for advertising - Sales promotion - Personal selling ▪ Publicity
Communication	<ul style="list-style-type: none"> ▪ Definition of communication and business communication 	<ul style="list-style-type: none"> ▪ Importance of communication ▪ Process of communication
	<ul style="list-style-type: none"> ▪ Methods of communication 	<ul style="list-style-type: none"> ▪ Communication by media ▪ Communication by direction ▪ Communication by degree of formality

MLC & Content Flow Chart of General Business

Theme	Sub-Topic	Content
	<ul style="list-style-type: none"> ▪ Effective formats of business message 	<ul style="list-style-type: none"> ▪ Business letter's common components and formats - Business letter formats - Principles of business letter writing ▪ Form letters ▪ Office notes and message forms ▪ Memorandum ▪ News releases
	<ul style="list-style-type: none"> ▪ Business report writing and business reports 	<ul style="list-style-type: none"> ▪ Main parts of a report
	<ul style="list-style-type: none"> ▪ Other common reports and their headings 	<ul style="list-style-type: none"> ▪ Meeting report ▪ Progress report ▪ Trip reports
	<ul style="list-style-type: none"> ▪ Writing Curriculum Vitae (CV) 	<ul style="list-style-type: none"> ▪ Writing CV ▪ Writing cover letter
	<ul style="list-style-type: none"> ▪ Preparing for an interview 	<ul style="list-style-type: none"> ▪ Interview
Trade	<ul style="list-style-type: none"> ▪ Definition of trade 	<ul style="list-style-type: none"> - Trade <ul style="list-style-type: none"> ▪ Reasons capable of calling trade ▪ Right to act as a trader ▪ Types of trade ▪ Aids to trade ▪ Inland transactions
	<ul style="list-style-type: none"> ▪ Foreign trade 	<ul style="list-style-type: none"> - Absolute and comparative advantage foreign trade - Trade restrictions <ul style="list-style-type: none"> ▪ Reasons for trade restrictions ▪ Reasons against trade restrictions
	<ul style="list-style-type: none"> ▪ Nature of foreign trade ▪ Documents and special terminologies 	<ul style="list-style-type: none"> ▪ Reasons for special procedure in foreign trade
	<ul style="list-style-type: none"> ▪ Foreign enquires and quotations 	<ul style="list-style-type: none"> ▪ Price terms
	<ul style="list-style-type: none"> ▪ Foreign Terms of payment 	<ul style="list-style-type: none"> ▪ Payment on collection <ul style="list-style-type: none"> - Bill of exchange - Sight draft collections - Time draft collections
	<ul style="list-style-type: none"> ▪ A note on customs duty estimation procedure in Ethiopia ▪ Method of entering international trade 	<ul style="list-style-type: none"> ▪ Consignment sales

MLC & Content Flow Chart of General Business

Theme	Sub-Topic	Content
Business records keeping	<ul style="list-style-type: none"> ▪ What is accounting ▪ Importance of accounting 	<ul style="list-style-type: none"> ▪ Definition of accounting ▪ Why keep good records
	<ul style="list-style-type: none"> ▪ Beginning balance sheet 	<ul style="list-style-type: none"> ▪ Asset ▪ Liability ▪ Capital ▪ Accounting equation ▪ Body of the balance sheet
	<ul style="list-style-type: none"> ▪ Recording the opening entry in the general journal 	<ul style="list-style-type: none"> ▪ The source of a journal entry ▪ Types of journal <ul style="list-style-type: none"> - The general journal - Two column general journal ▪ The source document for the opening entry ▪ Parts of a journal entry ▪ Steps in recording the opening entry
	<ul style="list-style-type: none"> ▪ Posting the opening entry 	<ul style="list-style-type: none"> ▪ Standard form of account ▪ Chart of accounts ▪ Posting the opening entry to the ledger <ul style="list-style-type: none"> - Steps in posting the opening entry
	<ul style="list-style-type: none"> ▪ Business transactions 	<ul style="list-style-type: none"> ▪ Analysis of business transaction ▪ Record business transaction ▪ Posting business transaction
	<ul style="list-style-type: none"> ▪ Income and expense account 	<ul style="list-style-type: none"> ▪ Income transactions ▪ Analysis of income transaction ▪ Posting income transaction ▪ Expense transaction ▪ Analysis of expense transaction ▪ Posting expense transaction to the ledger
	<ul style="list-style-type: none"> ▪ Six-column worksheet 	<ul style="list-style-type: none"> ▪ Preparing a six-column worksheet
	<ul style="list-style-type: none"> ▪ The financial statement 	<ul style="list-style-type: none"> ▪ The income statement ▪ Prepare capital statement ▪ Prepare balance sheet

