

Telematic Schools Project



2022 SUBJECT WORKBOOK Grade 11



BUSINESS STUDIES

A joint initiative between the Western Cape Education Department and Stellenbosch University.



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**BROADCAST SESSIONS****GRADE 11**

Below, find the topics and dates of the 2022 Business Studies Telematics Sessions

| Session | Date | Time | Topic |
|---------|------------|-------------|---------------------------------------|
| 1 | 10-05-2022 | 16h00-17h00 | Professionalism & Ethics |
| 2 | 02-11-2022 | 16h00-17h00 | Team Dynamics and Conflict Management |

SESSION 1: PROFESSIONALISM AND ETHICS

- Professionalism describes the internationally accepted standards or expectations that society has of people's conduct and levels of competence in the workplace.
- Ethics refers to Ideas about what is morally correct or not applied in a business situation.
- When combined, professionalism and ethics provides the basis for employees to combine their knowledge, skills, and ability together with their conduct to act at all times in the best interest of the business.



WHAT THE LEARNER MUST KNOW:

- Define ethical and professional behaviour
- Differentiate/Distinguish between the differences between professionalism and ethics
- Outline/State/Explain the principles of professionalism and ethics
- Briefly explain the theories of ethics that are applicable to the workplace:
- Differentiate/Distinguish between good and bad decisions and give examples of each.
- Suggest/Recommend ways in which professional, responsible, ethical and effective business practice should be conducted
- Explain/Discuss the advantages/benefits of ethical business ventures.
- Give examples of ethical business practices
- Evaluate a code of ethics for any business and make recommendations for improvement.
- Discuss different perspectives on ethics

1. TERMINOLOGY

| Term | Definition |
|-------------------------------|--|
| Ethics | Refers to moral principles that govern a person’s behaviour when conducting an activity |
| Professionalism | The specialised knowledge and skills used to practice a specific job or task |
| Professional behaviour | Professional behaviour means that you take pride in your work and always adhere to the required standards of your profession. |
| Ethical behaviour | Refers to upholding the highest legal and moral standards when dealing with stakeholders. |
| Competency | Refers to employees that uses their knowledge, skills, and ability in their area of expertise for the good of the organisation, society and the environment. |
| Integrity | Refers to the ability to perform all your work-related duties in the correct manner even when you are not being monitored. |
| Consequential theory | A theory that judges the rightness or wrongness of an action based on the consequences that action has |
| Common good approach | refers to actions that are taken or policies that are put in place to not only benefit a certain group of individuals but the society |
| Responsibility | the legal and moral obligation of the business in relation to the economic, social, and natural environment within which it operates |
| King code | A code that explains what ethical and effective leadership entails |



2. DIFFERENCES BETWEEN PROFESSIONALISM AND ETHICS

| PROFESSIONALISM | ETHICS |
|--|--|
| <ul style="list-style-type: none"> Refers to when a person acquires knowledge and skills to practice a specific job/profession | <ul style="list-style-type: none"> Refers to the principles of right and wrong/acceptable in society |
| <ul style="list-style-type: none"> Set of standards of expected behaviour | <ul style="list-style-type: none"> Conforms to a set of values that are morally acceptable |
| <ul style="list-style-type: none"> Applying a code of conduct of a profession or business | <ul style="list-style-type: none"> Forms part of a code of conduct to guide employees to act ethically |
| <ul style="list-style-type: none"> Focuses on upholding the reputation of a business/profession | <ul style="list-style-type: none"> Focuses on developing a moral compass for decision making |
| <ul style="list-style-type: none"> Includes guidelines on employees' appearance / communication / attitude / responsibility, etc. | <ul style="list-style-type: none"> Involves following the principles of right and wrong in business practices |

3. PRINCIPLES OF PROFESSIONALISM

- **COMPETENCY:** Employees apply their knowledge and skills in the interests of society and the environment.
- **INTEGRITY:** Employees work with integrity, honesty and according to the law and generally-accepted norms of professional conduct.
- **RESPECT:** Employees respect the dignity and rights of others and the image of the profession or business.
- **OBJECTIVITY:** Employees remain objective and act in a way that is fair and just to all without any bias or favour.
- **CONFIDENTIALITY:** Employees do not divulge any details of the business or clients to others or use confidential information for their own benefit.

4. PRINCIPLES OF ETHICS

- **TRANSPARENCY:** Pay heed to transparency and full disclosure of all information
- **AVOID SELF-INTEREST:** Avoid conflict of interest that may harm the interest of the business
- **COMMITMENT:** Employees respect the dignity and rights of others and the image of the profession or business.
- **CARING:** Makes social responsibility part of the business objectives
- **ENVIRONMENT RESPONSIBILITY :** Ensure that the actions of the business does not harm the environment



5. GOOD & BAD DECISIONS

| Good decisions | Bad decisions |
|---|---|
| <ul style="list-style-type: none"> • Often these right decisions made with thought, sufficient information and by following ethical principles. • It is often best to follow your instinct once you have all the facts. | <ul style="list-style-type: none"> • These are often the result of spur of the moment decisions, without having all the facts available or checking if they are complete and correct. • The opinions of others like stakeholders are not considered. • The consequences and ethics are not considered. |

6. THEORIES OF ETHICS

| | |
|-----------------------------|--|
| Consequential theory | <ul style="list-style-type: none"> • The consequential theory tries to answer the ethical questions about right or wrong and how we arrive at this answer. • It determines whether to do or not do something based on the expected result of the action. • If the expected result is good, then it's ethically right to do; if it's bad then it is ethically wrong to do. |
| Common good approach | <ul style="list-style-type: none"> • The common good approach ensures that business values and ethical principles are in line with the society in which the business operates. • It recognises that ethics and values vary from area to area, and from country to country. |
| Rights approach | <ul style="list-style-type: none"> • The focus of the rights approach is on individual rights – where people are treated with respect and dignity. • Business does not impose its mission or products on people. • No person should be ill-treated. |

7. WAYS IN WHICH PROFESSIONAL, RESPONSIBLE, ETHICAL AND EFFECTIVE BUSINESS PRACTICE SHOULD BE CONDUCTED

- ❖ Businesses should treat all their employees equally, regardless of their race / colour /age / gender / disability etc.
- ❖ Mission statement should include values of equality/respect.
- ❖ Treat workers with respect / dignity by recognising work well done
- ❖ Pay fair wages / salaries which is in line with the minimum requirements of the BCEA /
- ❖ Remunerate employees for working overtime / during public holidays.
- ❖ All workers should have access to equal opportunities/positions/resources.



9. ADVANTAGES/BENEFITS OF ETHICAL BUSINESS VENTURES.8

- ❖ Businesses can build a good reputation and attract more investors, thus increasing profitability.
- ❖ Customer loyalty is created and nurtured, and a positive business image will be created.
- ❖ Staff morale can be built and maintained by paying employees fairly.
- ❖ Staff who are hard-working and productive will be loyal and dedicated to the business.
- ❖ Positive relationships will develop between co-workers, which will result in improved productivity.
- ❖ Businesses who become compliant with environmental regulations will avoid unnecessary fees or sanctions.

9. EXAMPLES OF ETHICAL BUSINESS PRACTICES

- ❖ Using fair advertising
- ❖ Business deals are conducted openly
- ❖ Paying fair wages
- ❖ Ensuring that the environment is not polluted
- ❖ Not engaging in illegal business practices
- ❖ Not employing child labour
- ❖ Adopting codes of good ethical practices

10. DIFFERENT PERSPECTIVES ON ETHICS

- ❖ Ethics are not universal.
- ❖ Ethics differ according to culture, religion, socialisation and education.
- ❖ There is no absolute right or absolute wrong when it comes to ethics.
- ❖ Each society needs to decide by itself what is acceptable.
- ❖ Business is entitled to decide the kind of behaviour that it demands from its employees.
- ❖ This is where a code of ethics is useful.



SESSION 1: PROFESSIONALISM & ETHICS



WORKSHEET

TOPIC:

Answer the THREE questions and write the correct answers on the right hand side of the page

You should be able to complete the THREE question within 10 minutes

Question 01

1. List THREE principles of professionalism

Answer 01

- 1 _____
- 2 _____
- 3 _____

Question 02

2. State THREE principles of ethics

Answer 02

- 1 _____
- 2 _____
- 3 _____

Question 03

Indicate the theory of ethics each of the statements below refers to:

- 3.1 The emphasis is on individual rights – where people are treated with respect and dignity.
- 3.2 Theory tries to answer the ethical questions about right or wrong and how we arrive at this answer.
- 3.3 approach ensures that business values and ethical principles are in line with the society in which the business operates

Answer 03

- 3.1 _____
- 3.2 _____
- 3.3 _____

**ACTIVITY 1****TOPIC: PROFESSIONALISM & ETHICS****Section C - Essay type question**

Businesses encourage ethical and professional behaviour in the workplace. The theories of ethics guide decisions in the workplace which are morally correct. Businesses must ensure that they conduct their operations professionally and ethically to remain competitive and sustainable.

Write an essay on professionalism and ethics in which you include the following aspects:

- Outline the differences between professionalism & ethics.
 - Explain FOUR principles of professionalism .
 - Discuss the following theories of ethics
 - Common good approach
 - Rights approach
 - Recommend ways in which professional, responsible, ethical and effective business practice should be conducted..
- [40]

TRY AND LEARN**ACTIVITY 1**

In your Controlled Test and Examinations, you will be required to answer ONE essay type question of 40 marks. You must be able to complete the answer of the essay within 30 minutes.

Please note the following regarding an essay in Business Studies:

Your essay consist of:

- ❖ Introduction
- ❖ Body
- ❖ Conclusion

Introduction:

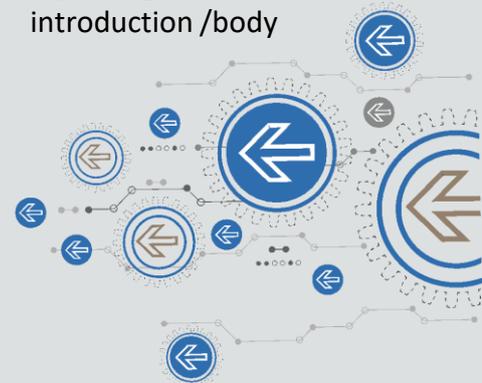
- Start with the word 'Introduction' as a heading.
- Your opening statements must be linked to the bulleted questions.

Body:

- Don't write the word 'Body' as a heading.
- Use information in the questions below the scenario as headings in the body.

Conclusion

- Write the word 'Conclusion' as a heading.
- End your essay with ONE meaningful fact – not repeating what was said in the introduction /body





SESSION 2: TEAM DYNAMICS & CONFLICT

In Grade 10 you were introduced to the concept of teamwork. The advantages of team-work for a business were outlined and the factors influencing team relationships were explained. You were required to recommend ways in which businesses can address factors that influence team relationships. The criteria for successful team performance were outlined. In Grade 11 the importance of a team will be expanded on. The four stages of team development will be outlined for you.

WHAT THE LEARNERS MUST KNOW

- Explain/discuss the importance of team-work
- Outline/Mention/Name/stages of team development
- Define the term conflict
- Explain the causes of conflict
- Outline/Mention/Explain/Discuss the function of workplace forums.
- Explain the differences between trade unions and workplace forums.

1. TERMINOLOGY

| Term | Definition |
|----------------------------|---|
| Team | A group of people organised to work together. |
| Team work | The joint action by a group of people in which each person strives to work towards a common goal. |
| Forming | The first stage of team development. It begins when the team first meets each other. |
| Storming | It is a period marked by conflict and competition as individual personalities emerge. |
| Norming | The third stage of team development. A team will move into the norming stage when they begin to work more effectively together as a team. |
| Performing | The team is functioning at a high level in terms of performance and growth. |
| Adjourning | The adjourning stage occurs at the end of the project when the team is moving on in different directions. |
| Conflict | The difference or disagreement or disharmony or clash between persons. |
| Conflict management | The plans we make to prevent or resolve conflict. |



2. IMPORTANCE OF TEAM-WORK

- Teamwork promotes unity in the workplace.
- Teamwork offers differing perspectives and feedback.
- Teamwork provides improved efficiency and productivity.
- Teamwork provides great learning opportunities.
- Teamwork promotes workplace synergy.

3. STAGES OF TEAM DEVELOPMENT

| Forming | Storming | Norming | Performing | Adjourning |
|---------|----------|---------|------------|------------|
|---------|----------|---------|------------|------------|

| | |
|----------------|---|
| Forming | <ul style="list-style-type: none"> • The first stage is when team members get to know each other. • Team members show good behaviour as they are new to the group. • Team members plan their work and new roles. • Individuals gather information and impressions about each other and the scope of the task and how to approach it |
|----------------|---|

| | |
|-----------------|--|
| Storming | <ul style="list-style-type: none"> • The storming phase is often characterised by conflict. • Team members show their true character. • Team members actively engage in the tasks at hand. • This stage is necessary / important for the growth of the team. • Some team members simply tolerate each other just to survive this stage. |
|-----------------|--|

| | |
|----------------|---|
| Norming | <ul style="list-style-type: none"> • Team members start helping each other and there is less conflict. • Team members are motivated and take pride in their work. • The team becomes better at solving problems. • The norming stage usually lasts between 4 – 12 months. |
|----------------|---|



3. STAGES OF TEAM DEVELOPMENT

| | |
|--------------------------|--|
| <p>Performing</p> | <ul style="list-style-type: none"> • Team members start to settle down. • Team members start to accept and trust one another. • Team members are confident, motivated, and trust each other. • Team members agree on ground rules. • Commit to the same goal and fall into certain decisions, even when they personally disagree with it. • Individuals' motivation has shifted from personal achievement to team performance. |
| <p>Adjourning</p> | <ul style="list-style-type: none"> • The focus is on the completion of the task/ending the project. • Some team members adjust poorly to the team breaking up because they will find it difficult to work on their own again. • All tasks must be completed before the team finally breaks up and individual members go their separate ways. |



You should be able to identify the stages of team development from given scenarios/statements/case studies.

4. TERM CONFLICT

Conflict refers to a clash of opinions / ideas / view points in the workplace. A disagreement between two or more parties in the workplace.



A grievance is lodged by ONE person and it is more formal than conflict, whereas conflict exists between two or more people.



5. CAUSES OF CONFLICT

| | | | |
|---------------------------|---------------------|-----------------------|------------------------------|
| Differences in background | Ignoring procedures | Lack of cooperation | Personality differences |
| Lack of recognition | Unfair workloads | Unrealistic deadlines | Lack of proper communication |

- Employees from different backgrounds do not always agree on the path they need to follow in pursuit of the organisation's goals.
- Not adhering to the rules of the organisation may lead to conflict if the guilty party is confronted about the matter.
- Lack of cooperation could delay the production process and cause frustration amongst colleagues.
- The different personalities of employees come to the fore when employees engage with each other.
- Lack of recognition by management of workers who perform additional duties at high levels.
- Unrealistic deadlines may increase the stress levels of certain employees.
- Unfair workloads may cause some employees to feel resentful.
- Lack of clear communication may cause uncertainty amongst employees.



You should be able to identify the causes of conflict from given scenarios/statements/case studies.

6. CONFLICT MANAGEMENT

- Conflict management is the process of planning to prevent conflict and to resolve conflict as quickly as possible.
- Conflict management involves dealing with conflict in a fair, efficient, and sensitive manner so that the negative effect of the conflict is minimised.
- If conflict is not managed it becomes worse and impacts negatively on productivity.
- Managers need to be able to recognise and resolve conflict to promote cooperation and productivity.



7. FUNCTION OF WORKPLACE FORUMS

WHAT IS A WORKPLACE FORUM?

- The Labor Relations Act has created workplace forums as a powerful tool for collective bargaining, especially in small businesses.
- A workplace forum ensures that workers gain control over decision-making that affects their working conditions.
- This creates room for direct communication with management.
- To set up a workplace forum, there must be more than 100 employees in the employ of the employer.
- A trade union can apply to the Commission for Conciliation, Mediation and Arbitration (CCMA) to establish a workplace forum.

FUNCTION OF WORKPLACE FORUMS

- Prevent unilateral decisions made by employers on issues affecting the employees.
- Encourages workers' participation in decision-making.
- **They have** the right to be consulted by an employer on:
 - restructuring of work methods
 - restructuring of job functions
 - retrenching of workers
 - mergers and transfer of ownership
 - job grading
- Promote the interests of all employees in the workplace.
- Enhance efficiency in the workplace through co-operation.
- Consulted by an employer and reach consensus about working conditions.



You should be able to identify functions of workplace forums from given scenarios/statements



8. DIFFERENCES BETWEEN TRADE UNIONS AND WORKPLACE FORUMS

| WORKPLACE FORUM | TRADE UNION |
|--|--|
| <ul style="list-style-type: none"> Part of the workplace. | <ul style="list-style-type: none"> Legal entity, that can sue or be sued. |
| <ul style="list-style-type: none"> Does not deal with remuneration. | <ul style="list-style-type: none"> Negotiates salaries & wages. |
| <ul style="list-style-type: none"> Cannot organise a strike. | <ul style="list-style-type: none"> Can organise a strike. |
| <ul style="list-style-type: none"> Open to union and non-union members. | <ul style="list-style-type: none"> Open only to union members. |



It's best to draw a table when you are required to differentiate or distinguish between workplace forums and trade unions



SESSION 2: TEAM DYNAMICS & CONFLICT MANAGEMENT



WORKSHEET

TOPIC:

Answer the THREE questions and write the correct answer on the right hand side of the page

You should be able to complete the THREE question within 10 minutes

Question 01

Indicate the concept each of the following statements refers to:

- 1.1 A group of people organized to work together
- 1.2 The joint action by a group of people in which each person strives to work towards a common goal.
- 1.3 The difference or disagreement or disharmony between persons.

Answer 01

1.1 _____

1.2 _____

1.3 _____

Question 02

Indicate the stage of team development each of the following statements refers to:

- 2.1 Team members start helping each other and there is less conflict
- 2.2 The focus is on the completion of the task/ending the project.
- 2.3 Individuals gather information and impressions about each other

Answer 02

2.1 _____

2.2 _____

2.3 _____

Question 03

List THREE functions of workplace forums

Answer 03

3.1 _____

3.2 _____

3.3 _____



ACTIVITY

TOPIC: TEAM DYNAMICS & CONFLICT MANAGEMENT

Section B – Indirect type question

1. Read the scenario below and answer the questions that follow:

Kaydon Suppliers (KS)

Kaydon Suppliers (KS) has a very successful team of employees but lately, they noticed that there is tension between the employees and power struggles occur frequently.

- 1.1 Identify the stage of team development that KS find themselves in. Motivate your answer by quoting from the scenario above. (3)
- 1.2 Explain TWO other stages of team development (6)

2. Complete the following statements regarding the causes of conflict

TRY AND LEARN

ACTIVITY 1

Read the questions first. Thereafter read the scenario to determine the correct answers.

Question 1 and 2 should be completed in 15 minutes

| | Statements | Answers |
|---|--|---------|
| 1 | Employees from different ... do not always agree on the path they need to follow in pursuit of the organisation's goals. | |
| 2 | Not adhering to the ... of the organisation may lead to conflict if the guilty party is confronted about the matter. | |
| 3 | Lack of ... could delay the production process and cause frustration amongst colleagues | |
| 4 | The different ... of employees come to the fore when employees engage with each other. | |
| 5 | Lack of recognition by ... of workers who perform additional duties at high levels. | |
| 6 | Unrealistic ... may increase the stress levels of certain employees. | |
| 7 | Unfair ... may cause some employees to feel resentful. | |
| 8 | Lack of clear ... may cause uncertainty amongst employees. | |