

2023 SUBJECT WORKBOOK Grade 12



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





BROADCAST SESSIONS

Business Studies Telematics Presentations GRADE 12

| Session | Date | Time | Торіс | |
|---------|------------------------|---------------|---------------------------------------------------------|--|
| 1 | Wednesday, 10 May 2023 | 15:00 - 16:00 | Paper 1: Business Environment Business Operations | |
| 2 | Wednesday, 16 Aug 2023 | 15:00 - 16:00 | Paper 2: Business Venture Business Roles | |

SESSION 1: PAPER 1 - BUSINESS ENVIRONMENT & BUSINESS OPERATIONS

| BUSINESS STUDIES: PAPER 1 | | | | |
|----------------------------------|-----------------------------------|--|--|--|
| Business Environments | Business Operations | | | |
| 1. Recent Legislation [RL] | 1. Human Resources Function [HRF] | | | |
| 2. Developing Strategies [DS] | 2. Quality of Performance [QP] | | | |
| 3. Business Sectors [BS] | | | | |

| Section | Q | Main Topics | Marks | Time |
|-------------------|---|---------------------------------------------------------------|---------|-----------|
| A 1 Compulsory | | Bus. Environments [RL; DS; BS] & Bus. Operations [HRF; QP] | 30* | 20 Min* |
| | 2 | Bus. Environments [RL; DS; BS] | 40* | 35 Min* |
| В | 3 | Bus. Operations [HRF; QP] | 40 | 35 Min |
| Answer 2/3 | 4 | Bus. Environments [RL; DS; BS] & Bus. Operations [HRF; QP] | 40* | 35 Min* |
| С | 5 | Bus. Environments [RL; DS; BS] | 40* | 30 Min* |
| Answer 1/2 | 6 | Bus. Operations [HRF; QP] | 40 | 30 Min |
| | | | TOTAL M | ARKS: 150 |
| | | | TIME: | 2 HRS |







Recent legislation refers to Acts that were enacted after 1994, the year in

BUSINESS ENVIRONMENTS: RECENT LEGISLATION

TOPIC OVERVIEW

- 1. The Skills Development Act (SDA)
- 2. The Labour Relations Act (LRA)
- 3. The Employment Equity Act (EEA)
- 4. The Basic Conditions of Employment Act (BCEA)
- 5. The Compensation for Occupational Injuries and Diseases (COIDA)
- 6. The Broad-Based Black Economic Empowerment Act (BBBEE)
- 7. The National Credit Act (NCA)
- 8. The Consumer Protection Act (CPA)

Each Act has a purpose, impact, actions regarded as non-compliance, consequences for non-compliance and ways in which business can comply.

- Purpose of the Acts are two-fold: transform the workplace and
- economy
- address the inequalities prior to 1994 in the workplace and economy

Main aim of the LRA is to promote labour peace in the workplace rather than to focus on lockouts and strikes

which South

African became a democracy. SETAs are the implementers of the Skills Development Act. They devise systems

for its operation. SETAs do not provide training.

COIDA, which deals with workplace injuries and diseases, and OHSA, which deals with safety in the workplace

The rationale behind the pillars of BBBEE is to ensure full participation of the previously disadvantaged people in the economy of the country.

BUSINESS ENVIRONMENTS: DEVELOPING STRATEGIES

TOPIC OVERVIEW

- 1. The strategic management process and industrial analysis tools
- 2. Business strategies

Porter's Five Forces model is used as a research instrument rather than as strategies to increase sales and market share.

It must be clear to learners that Porter's Five Force model assists businesses with answering questions such as how and what makes buyers, competitors and suppliers have power over the business

Liquidity vs liquidation

Strategic management processes serves as a platform for the entire topic

Quoting examples of PESTLE factors covered in Grade 10, will not meet the level of complexity expected in the Grade 12 context

New competitors can easily enter the market if it takes little time and money, whereas barriers refer to obstacles like legislation, that makes it difficult to comply with, in order to enter new markets.

Type of strategies: D-I-D-O Diversification; Integration; Defensive; Intensive

Businesses will first implement divestiture and retrenchment strategies to defend themselves and liquidation will be applied as a last resort.





New entrants refer to other

existing market, for the first

time, and that the power

is for them to enter the

ALL diversification

products differs.

market.

will depend on how easy it

strategies focus on adding

new products. However,

the manner in which the

business adds these new

businesses that sell the

same products in the



BUSINESS ENVIRONMENTS: BUSINESS SECTORS

TOPIC OVERVIEW

- 1. Business sectors
- 2. Business environments

Primary sector

- Description: The primary sector extracts/ exploits/collects/harvests natural resources/raw materials from the earth
- Activities: Farming, fishing, forestry, mining and quarrying

Tertiary sector

 Description: The tertiary sector provides/ distributes final products and services to customers.

Activities: Wholesalers and retailers, all types of services

Micro environment

- **Description:** The micro environment refers to the business itself, characterised by all the processes/functions/factors within the business.
- Extent of control: Full/complete control
- Challenges:
 - Difficult/Unmotivated employees
 - Lack of adequate management skills
 - Lack of vision/mission
 - Strikes/go-slows
 - Outdated goals/objectives
 - Lack of human resource capacity
 - Various business functions working/operating inefficiently
 - Poor working conditions

Market environment

- Description: The market environment refers to components/elements/factors immediately outside the business.
- Extent of control: Some/limited/less/partial control
- Challenges:
- Competition
- Shortage of supply
- · Changes in consumer behaviour
- Demographics/Psychographics
- Socio-cultural factors

Macro environment

- Description: The macro environment refers to the external uncontrollable factors/forces outside the business.
- Extent of control: No control
 - Challenges:
- · Changes in income levels
- · Political changes
- Contemporary legislation ٠
- Labour restrictions
- Globalisation/international changes
- Socio-economic issues
- Technological advances

BUSINESS OPERATIONS: HUMAN RESOURCES FUNCTION

Secondary sector

• Description: The secondary sector focuses on the manufacturing/processing/converting/

transforming of natural resources/raw materials into semi-finished/finished products.

Activities: Manufacturing/Processing, transforming/converting, construction/building

TOPIC OVERVIEW

- 1. Recruitment
- 2. Selection
- 3. Induction
- 4. Placement
- 5. Salary determination
- 6. Fringe benefits
- 7. The implications of the legislation on the human resources function

A clear distinction must be made between the sources of internal and external recruitment, as well as between the sources and methods of recruitment

Piecemeal and Time-related salary determination

Job description vs Job specification

The human resources function in a business focuses on recruitment, management and providing

> external recruitment fall under the same category and marks will be lost if these are repeated.

Difference between the concepts 'interviewer' and 'interviewee' in relation to the roles of each party during an interview

Businesses would offer lucrative fringe benefits to attract and retain skilled and competent employees.

It is important to understand the purpose of induction before unpacking the aspects that must be included in an induction programme

HR function does not train employees but assists managers in identifying employee training and development needs. The word 'implications' refer to compliance, as the focus is on how the human resources function should comply with SDA, LRA, BCEA and EEA

Write full sentences on reasons for the termination of an employment contract.

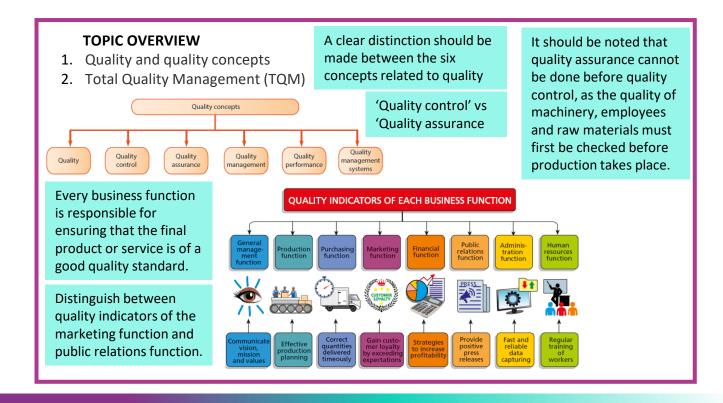
Aspects included in an employment contract





direction for the employees. Certain examples of

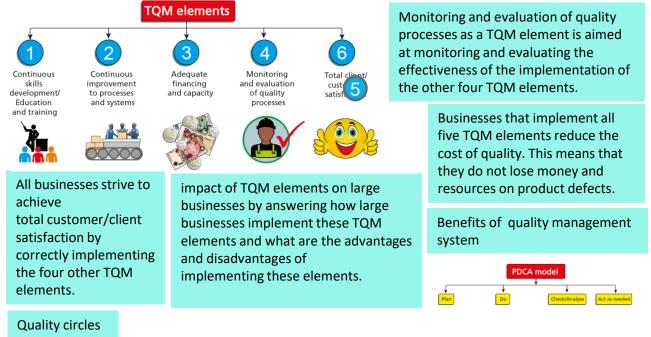
BUSINESS ENVIRONMENTS: QUALITY OF PERFORMANCE



BUSINESS OPERATIONS: QUALITY OF PERFORMANCE

The meaning of TQM

- TQM is an integrated system/methodology/process applied throughout an organisation. It enables businesses to design/produce/provide quality products/services for customers.
- TQM enables businesses to continuously improve on the delivery of products/services to satisfy the needs of customers.
- Management ensures that each employee is accountable for the quality of his/her work.











| QUESTION 1 | |
|-------------------------------------------------------------------------------------------------|------|
| 1.1 Read the scenario below and answer the questions that follow. | |
| GLORIA BALEKA ENGINEERING (GBE) | |
| Gloria Baleka Engineering is planning to use the services of Sector Education | |
| and Training Authorities (SETAs) in supporting the implementation of the Skills | |
| Development Act (SDA), 1998 (Act 97 of 1998). They have established that | |
| SETAs develop skills plans for the various economic sectors. SETAs also promote | |
| various learnerships. GBE should ensure compliance with the SDA. | |
| 1.1.1 Quote TWO roles of SETAs from the scenario above. | (2) |
| 1.1.2 Outline THREE other roles of SETAs in supporting the implementation of the SDA. | (6) |
| 1.1.3 Elaborate on the meaning of learnerships. | (4) |
| 1.1.4 Discuss the impact of the SDA on GBE as a business. | (6) |
| 1.1.5 Recommend ways in which GBE can comply with the SDA. | (8) |
| QUESTION 2 | |
| 2.1 Read the scenario below and answer the questions that follow. | |
| NDOU GARDEN SERVICES (NGS) | |
| Ndou Garden Services wants to gain a competitive advantage in the market. | |
| NGS decided to take over Pristine Gardening to reduce the threat of competition. | |
| 2.1.1 Identify the type of integration strategy applied by NGS. Motivate your answer by quoting | from |
| the scenario above. | (3) |
| 2.1.2 Discuss TWO other integration strategies that could be applied by NGS. | (6) |
| | |

CONSOLIDATION QUESTIONS

| Businesses realise the importance of recruiting the best employees who | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| will contribute towards the achievement of their goals. It is important that | |
| businesses consider both the internal and external recruitment methods in | |
| order to achieve their goals. | |
| Write an essay on recruitment in which you include the following aspects: | |
| Elaborate on the meaning of recruitment. | |
| Explain TWO components of job analysis. | |
| Discuss the recruitment procedure. | |
| Advise businesses on the impact of external recruitment on their operations. | [40] |
| | |
| QUESTION 4 | |
| | |
| 4.1 Read the scenario below and answer the questions that follows. | |
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| | |
| ONYX INSURANCE PROVIDERS (OIP) | |
| ONYX INSURANCE PROVIDERS (OIP) Onyx Insurance Providers shares responsibility for quality output amongst | |
| ONYX INSURANCE PROVIDERS (OIP) Onyx Insurance Providers shares responsibility for quality output amongst management and workers. Work systems that empower employees have been | |
| ONYX INSURANCE PROVIDERS (OIP) Onyx Insurance Providers shares responsibility for quality output amongst management and workers. Work systems that empower employees have been developed by OIP to find new ways of improving quality. Certain aspects of TQM | (2) |
| ONYX INSURANCE PROVIDERS (OIP) Onyx Insurance Providers shares responsibility for quality output amongst management and workers. Work systems that empower employees have been developed by OIP to find new ways of improving quality. Certain aspects of TQM are poorly implemented by OIP. | (2) (6) |



SESSION 2: PAPER 2 - BUSINESS VENTURES & BUSINESS ROLES

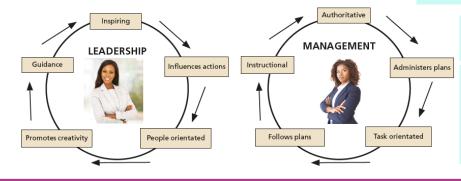
| BUSINESS STUDIES: PAPER 2 | | | |
|----------------------------------------|------------------------------------------------------------------------------------|--|--|
| Business Ventures | Business Roles | | |
| 1. Management & Leadership [M&L] | 1. Ethics & Professionalism [E&P] | | |
| 2. Investment: Securities [IS] | Creative Thinking & Problem Solving [CTPS] | | |
| 3. Investment: Insurance [II] | 3. CSR & CSI | | |
| 4. Impact of Forms of Ownership [FoO] | Human Rights; Inclusivity & Environmental Issues [HIE] | | |
| 5. Presentation & Data Response [P&DR] | 5. Team Performance & Conflict Management [TP&CM] | | |

| Section | Q | Main Topics | Marks | Time |
|------------------------|---|-------------------------------------------------------------------------------------------------------------------------------|-----------|----------|
| A Compulsory | 1 | Bus. Ventures <mark>[M&L IS; II; FoO; P&DR]</mark> & Bus. Roles <mark>[E&P CTPS; CSR/I; HIE; TP&CM]</mark> | 30* | 20 |
| | 2 | Bus. Ventures [RL; DS; BS] | 40* | 35 |
| В | 3 | Bus. Roles [E&P CTPS; CSR/I; HIE; TP&CM | 40 | 35 |
| Answer 2/3 | 4 | Bus. Ventures <mark>[RL; DS; BS]</mark> & Bus. Roles <mark>[E&P CTPS; CSR/I; HIE; TP&CM</mark> | 40* | 35 |
| С | 5 | Bus. Ventures [M&L IS; II; FoO; P&DR | 40* | 30 |
| Answer 1/2 | 6 | Bus. Roles [E&P CTPS; CSR/I; HIE; TP&CM | 40 | 30 |
| | | | TOTAL MAR | RKS: 150 |
| | | | TIME: | 2 HRS |

BUSINESS VENTURES: MANAGEMENT & LEADERSHIP

TOPIC OVERVIEW

- 1. Distinguishing between management and leadership
- 2. Applications and impact of the five leadership styles in the workplace
- 3. Understanding the three leadership theories



The major differences between management and leadership relates to how they deal with employees and how they make decisions.

Leadership styles vs leadership theories.

Leadership theories guide leaders on how to choose a leadership style that is relevant to specific situations







BUSINESS VENTURES: MANAGEMENT & LEADERSHIP

The differences between types of leadership styles must be clearly outlined.

The focus must be on the meaning and application of each leadership style.



Learners' knowledge on the situational leadership theory must be extended through the use of key words such as 'task', 'relationships' and 'analysis'. Leaders use the situational leadership theory to choose an appropriate leadership style that is relevant to current situation.

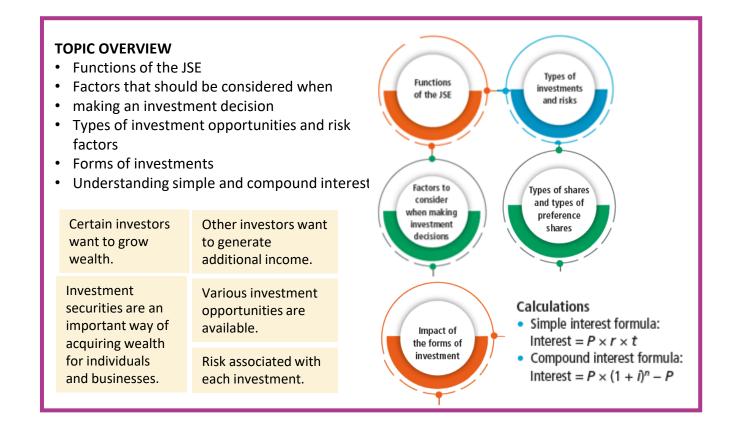
Leadership Theories Situational – different leadership styles would be adopted by the leader Transformational – adopted by the leader during a period in which the organisation would experience radical change Leaders and followers – Employees, as followers of the leader, follow the instruction of the leader and collectively work towards the organisation goals

Transformational and transitional are used interchangeable, as both refer to periods of change within a business. Focus on the word 'positive attitude' when addressing the role of personal attitude in successful leadership. The focus should be on how a positive attitude contributes to a successful leadership.



https://forms.gle/ DY5GPVKTpr7YtS7cA

BUSINESS VENTURES: INVESTMENT SECURITIES







BUSINESS VENTURES: INVESTMENT INSURANCE

TOPIC OVERVIEW

- 1. Insurance concepts
- 2. The principles of insurance
- 3. Advantages/Importance of insurance for businesses and insurable risks

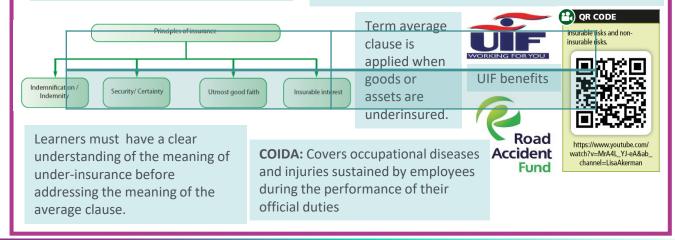
The meaning of insurance

The insured takes out an insurance contract and make regular payments, known as premiums, to the insurer. The insurer undertakes to indemnify the insured against possible losses that are covered in the insurance contract. Use a table to explain the differences between insurable and non-insurable risks using practical examples.

A clear distinction must be made between insurable and non-insurable risks.

Focus on the word 'risks' not 'assets' so that learners do not confuse the insurable and non-insurable risks with the types of assets that should be insured.

Learners should be careful that they do not explain the advantages of insurance for individuals instead of for businesses.



BUSINESS VENTURES: PRESENTATION & DATA RESPONSE & FORMS OF OWNERSHIP

| TOPIC OVERVIEW Factors that must be considered when preparing for a presentation Areas of improvement in the next presentation Impact of SIX visual aids | TOPIC OVERVIEW Types of forms of ownership Meaning of limited liability and unlimited liability Criteria that will be used to evaluate the success and/or failure Contribution of the criteria to the | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| factors that must be considered before vs during a presentation. | success and/or failure of each form of ownership | |
| Use of visual aids serves to enhance effective presentation of business information. | The concepts of limited liability and unlimited liability refers to the extent of loss that will be carried by the owners to pay for the debts of the business. | |
| PowerPoint presentation vs interactive | | |
| smartboards. | The positives/advantages and negatives/ disadvantages of each form of ownership can be used as a point of departure to explain how each criterion contributes to the success and/or failure of the forms of ownership. | |
| Handling feedback after a presentation would require a presenter to have good communication and listening skills. | | |







BUSINESS ROLES: ETHICS & PROFESSIONALISM

Ethics vs Professionalism. **TOPIC OVERVIEW** Examples of ethical, unethical, professional and unprofessional 1. Understanding ethical and professional behaviour behaviour. 2. Application of the King Code principles 3. Challenges posed by unethical and **King code principles** Ways to act professionally: 4. unprofessional business practices Transparency Be transparent Decisions/actions must be clear to all stakeholders Be accountable Strategies for unethical behaviour Hire trustworthy people Accountability Businesses should be accountable/ responsible for their decisions Pay taxes on time Consumers must report unfair Draw up a code of conduct advertisements to ASA. Responsibility Develop personnel Business must look after society Investigate cost-effective ways Do appraisals to motivate workers and environment Pay fair wages of transporting products. Take care of environment Submit all tax returns on time. Do not start a business at Implement internal complaints Challenges posed by unethical someone else's expense behaviour and disciplinary procedures. Unfair advertising Conduct regular audits. unfair advertisements could be harmful to consumers 🕜 Did you know Monitor employees to ensure Red Bull paid out 13 million dollars to settle a false advertising class action suit. The advertisement below was Pricing of good in rural areas that tasks are completed. some consumers in rural areas have little economic power and are vulnerable to exploitation. Tax evasion considered a misleading adve Ethical behaviour has to do businesses who evade tax may with actions of the business & face prosecution and fines/sent to prison if found guilty. professional behaviour with actions of the employee. **BUSINESS ROLES: CREATIVE THINKING & PROBLEM SOLVING TOPIC OVERVIEW** DECISION VS PROBLEM-**PROBLEM-SOLVING** MAKING SOLVING **TECHNIQUES** 1. Problem-solving • One person • Group **Delphi Technique** 2. Creative thinking Consider Alternative Generate solutions Application solutions Advantages Identify solving • Part of problem- Disadvantages solving strategies strategies **Force Field Analysis PROBLEM-SOLVING STEPS** Application Advantages Identify problem Disadvantages Problem-solving steps focus on • Define problem Brainstorming how businesses can solve Identify solutions • Application problems, while the strategic • Select the best solution Advantages Disadvantages • Develop action plan management process focuses on **Nominal Group Technique** Implement action plan

- Monitor implementation
- Evalulate solution

•

developing suitable strategies to respond to the challenges posed by business environments.

HOW TO CREATE A CREATIVE ENVIRONMENT THAT PROMOTES CREATIVE THINKING

- Listen to suggestions
 - Encourage new ideas
- Make time for creativity
- Place suggestion boxes

ADVANTAGES OF CREATIVE THINKING

Application

Advantages

Disadvantages

- Better solutions/idea
- Competitive advantage
- Solve complex business problems
- **Productivity increases**





BUSINESS ROLES: CSR & CSI / HUMAN RIGHTS; INCLUSIVITY & ENVIRONMENTAL ISSUES

TOPIC OVERVIEW TOPIC OVERVIEW 1. Understanding social responsibility 1. Unpacking human rights 2. Socio-economic issues 2. The meaning of diversity in the workplace 3. CSR and CSI 3. Environmental issues Businesses are expected to measure the impact Economic rights of employees focus on aspects of CSI projects on their operations. that deal with fair labour practices. Clear distinction must be made between the CSI Social rights of employees are aimed focus areas and CSR programmes. at taking care of the wellbeing of the employees. Health and safety representatives serve as CSI projects are aimed at increasing the standard of living of communities rather than the ombudsmen for their members; they do not wellbeing of employees in the workplace. provide safety measures, but they ensure that employees are provided with safety. 😭 QR CODE 强 QR CODE **Businesses** are iple bottom line. ite Social Respo Corpo (CSR) not compelled to Focus on the six human rights of employees in 836 🗆 promote the the workplace as outlined in the Examination Guidelines. well-being of employees as Focus on "how" businesses should deal with compared //www.youtube.com :h?v=VvFRB7HuLgo each human right of the employees in the

BUSINESS ROLES: TEAM PERFORMANCE & CONFLICT MANAGEMENT

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TOPIC OVERVIEW

- 1. Criteria for successful team performance
- 2. Stages of team development
- 3. Conflict resolution techniques/steps

Clear distinction should be made between the meaning of a 'conflict' and a 'grievance'.

Conflict resolution techniques deal with two employees who have different opinions or beliefs while grievance procedure focuses on the aggrieved employee.

Criteria for successful team performance.

Characteristics of successful team performance.

Causes of conflict

Stages of team development

workplace.

Team members must first complete their tasks before dissolving during the adjourning stage.

| he | GRIEVANCE | | CONFLICT | |
|--------------|-----------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------|--|
| | When an employee is unhappy/ha problem/complaint in the workpla | | Clash of opinions/ideas/view points in the workplace. | |
|) | It is when an individual/group has a work-related issue. | | Disagreement between two or more parties in the workplace. | |
| n | Examples: Discrimination, unfair treatment, poor working condition | ns. | Examples: A lack of trust/ miscommunication/personality clashes/ different values. | |
| mics prov | ice of team theories in ing team ormance | | onflict resolution techniques/steps | |
| wit | rocedures to h grievances workplace | | ategies to deal with ficult personalities | |
| | | | | |



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CONSOLIDATION

QUESTION 1

1.1 Choose a description from COLUMN B that matches the term in COLUMN A. Write the letter (A - J) next to the question numbers (1.1.1 - 1.1.5) in your notebook, for example, 1.1.6 K.

| COLUMN A | COLUMN B | |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 1.1.1 Equality 1.1.2 Dignity 1.1.3 Human rights 1.1.4 Cultural rights 1.1.5 Diversity | A rights that are protected by the Bill of Rights B workforce consists of employees from different backgrounds and races C correct behaviour out of fear for consequences of your actions D a physical or mental condition that limits a person's movements, senses, or activities E the business must include male and female workers in the workforce F businesses must treat all employees with respect regardless of their socio-economic status G fair employment practices, without any discrimination H rights of employees such as healthcare and clean water I these rights are protected by the EEA Act J rights of the workers such as language and religion | |
| Name FOUR social rights in th Dutline the responsibilities of 6 | (5 x 2) (10) e workplace. (4) employers in promoting human health and safety in the workplace. (6) | |

CONSOLIDATION

QUESTION 2: BUSINESS ROLES (SOCIAL RESPONSIBILITY, CSR AND CSI)

Businesses are required to address socio-economic issues through corporate social responsibility (CSR) and corporate social investment (CSI) initiatives. Businesses must know the purpose is of CSI, as well as the differences between CSR and CSI. There is also a direct link between social responsibility and the triple bottom line. Businesses must bear in mind the impact of CSR on communities.

Write and essay on social responsibility, CSR and CSI in which you include the following aspects:

- Outline the purpose of CSI.
- Distinguish between CSR and CSI.
- Explain the link between social responsibility and the triple bottom line.
- Advise businesses on the advantages of CSR for communities.

[40]

Acknowledgement of source:

2022 DBE Gr 12 Business Studies Learner book & Teacher's guide



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