

# S2 OPTIONS

## BUSINESS EDUCATION

- Accounting
- Administration and IT
- Business Management

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We share up to date examples of pupil activities on here and we have videos of pupils that have studied **Business subjects** with their thoughts on the subjects ☺



## STAFF – MEET THE TEAM

- Mrs Andrews
- Mrs Lorimer
- Mrs Martin
- Mrs McFetridge – Principal Teacher
- Miss Thom
- Miss Campbell
- Miss Meehan
- Mr Bradley
- Mr Brown



## MISS THOM - FORMER PUPIL

“As a pupil at St Ninian’s, I studied all 3 subjects that the department offers. I learned lots of useful skills for school, university and work. I developed ICT skills, communication skills, confidence, team-working skills and lots more! I was inspired to become a Business Education teacher by the amazing staff in the department and we hope that we can inspire you too!” Miss Thom – Business Education Staff



# **S2 BUSINESS MANAGEMENT**



**BUSINESS EDUCATION  
DEPARTMENT**

SI COURSE

S2 BUSINESS  
MANAGEMENT

N4/5 BUSINESS  
MANAGEMENT

HIGHER BUSINESS  
MANAGEMENT

ADVANCED HIGHER  
BUSINESS MANAGEMENT

HIGHER  
ACCOUNTING

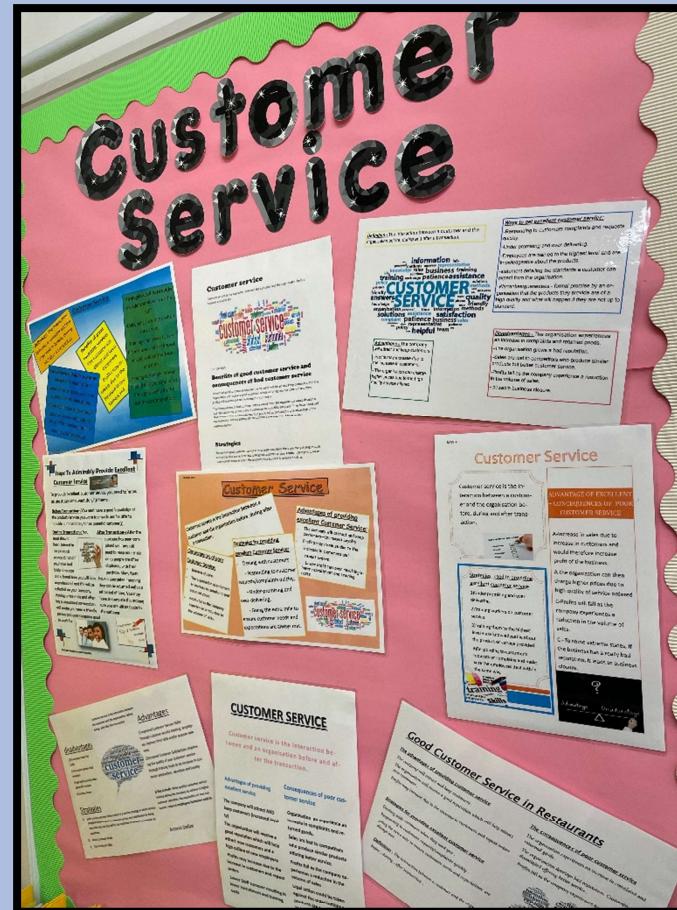
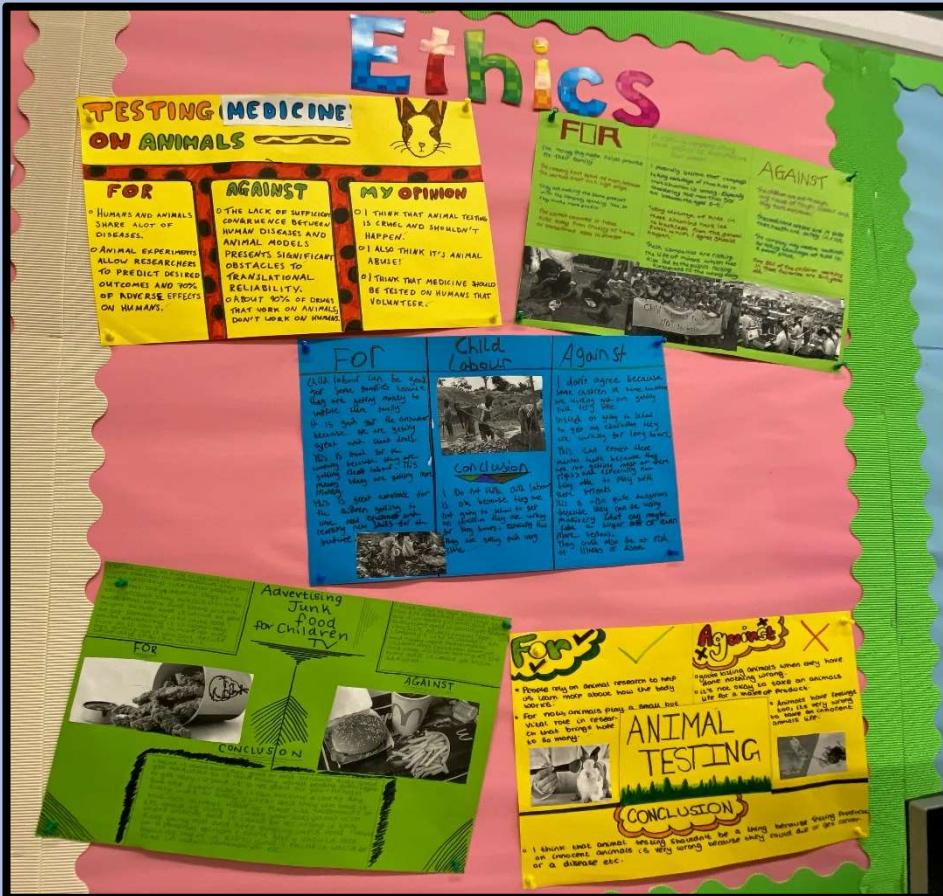
HIGHER  
ADMINISTRATION  
AND IT

# COURSE CONTENT

- Enterprise
- Needs and wants
- Ethical practices - Fast Fashion – Design an ethical Fashion Line in Teams
- Marketing – market research, promotion, product
- Ownership
- Finance – budgeting, break-even
- Earth Fest – Create an Eco Festival in Teams



# SOME EXAMPLES OF PUPIL DISPLAYS



# FAST FASHION EXAMPLES



## ADVERTISEMENT

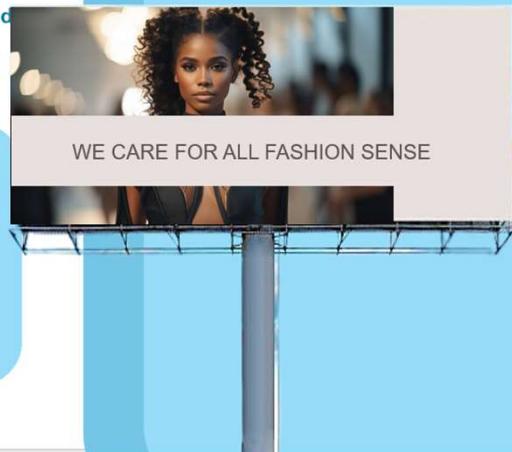
### ADVERTISING



I've chosen this advertisement because...it represents what my company is here to sell and what we are willing to give!



My target market consists to around teens to young adults specifically 15-25, however we encourage all ages to come shop at my store!



# ASSESSMENT

- Traditional tests
- Homeworks
- Verbal communication
- Posters
- Powerpoints
- Presentations to the class in Teams



# SKILLS

- Teamwork
- Problem solving
- Working to deadlines
- Different methods of presentation
- Presenting ideas to others
- Offering advice/constructive criticism
- Budgeting
- Digital Skills

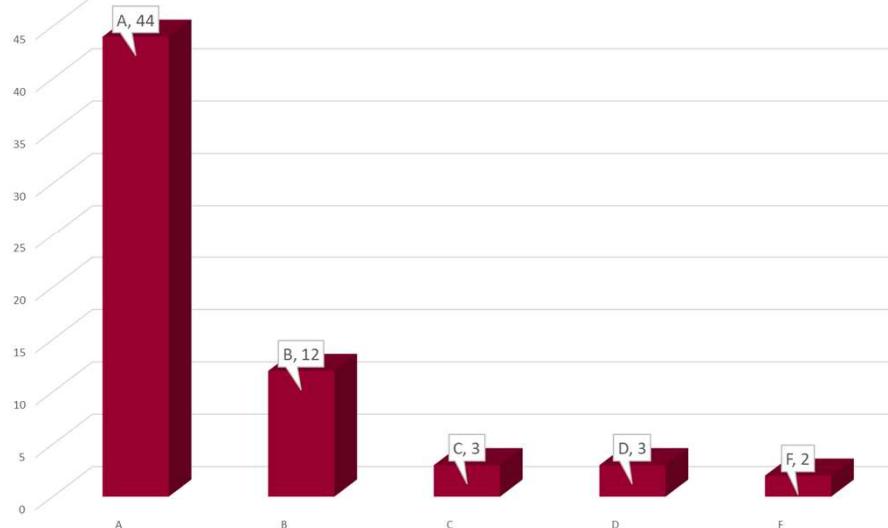


## WHAT OUR PUPILS SAY

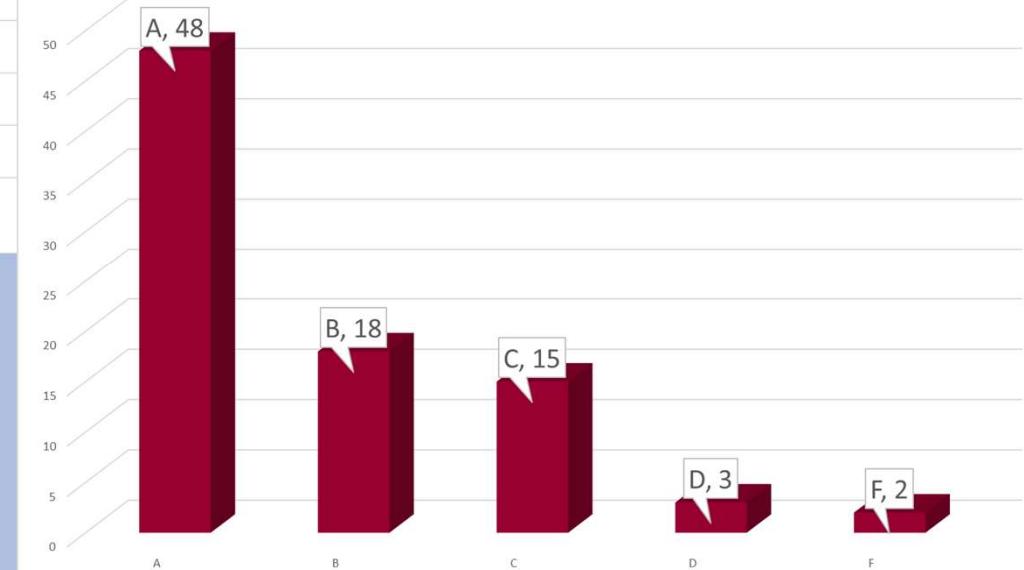
“You should pick Business as it opens up many career paths. It also teaches you skills you wont learn elsewhere including how to prepare budgets and use successful marketing to maximise profits”. S4 Pupil

# BUSINESS MANAGEMENT SQA 2024

NATIONAL 5 BUSINESS MANAGEMENT 2024



HIGHER BUSINESS MANAGEMENT 2024



# EXTRA CURRICULAR

- SI Business Club – Join a team of forward thinking enterprising pupils to develop a Business Idea and raise money for charity. We meet on a Thursday in Business Education.
- Business Trips – We make an effort to work with business partners to bring businesses into school and to visit businesses to enhance learning.



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# DISNEYLAND PARIS MAY 2024

- We are delighted to be offering trips once again and heading to Paris again in May with S3 Business Education Pupils.
- We will visit:
  - Disney Land Paris
  - Montparnasse Tower
  - Bateaux Mouches
  - Stade De France – Behind Scenes Tour
  - Cadbury World (Birmingham)



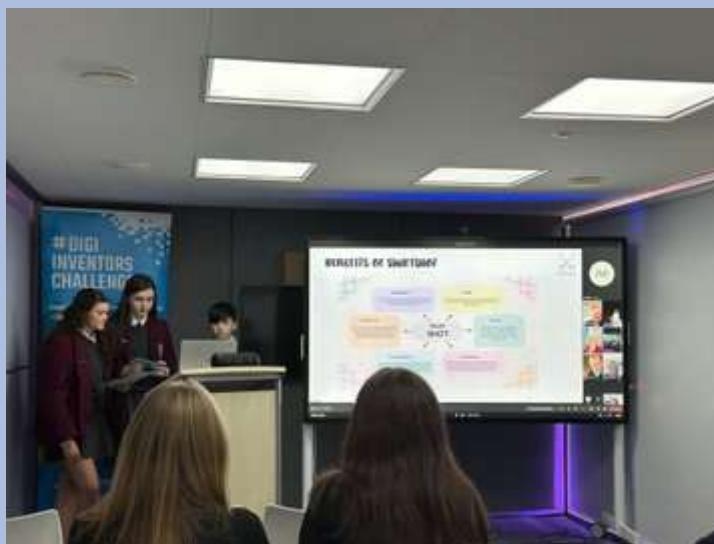
# BUSINESS CLUB TRIP TO COP 26



# BUSINESS CLUB TRIP TO SOCIAL ENTERPRISE DRAGONS DEN



# DIGI INVENTORS COMPETITION 2024



# LUSH WORKING WITH BUSINESS PUPILS IN SENIOR PHASE

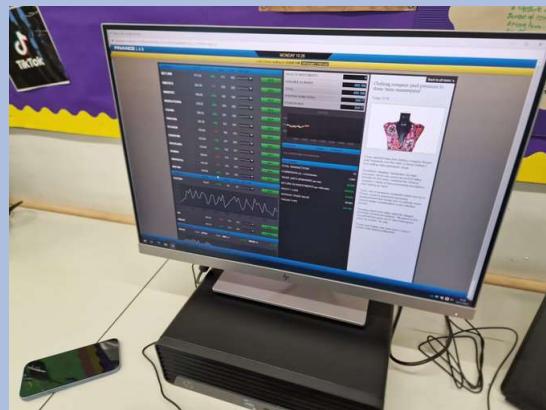


# YOUNG ENTERPRISE 2025

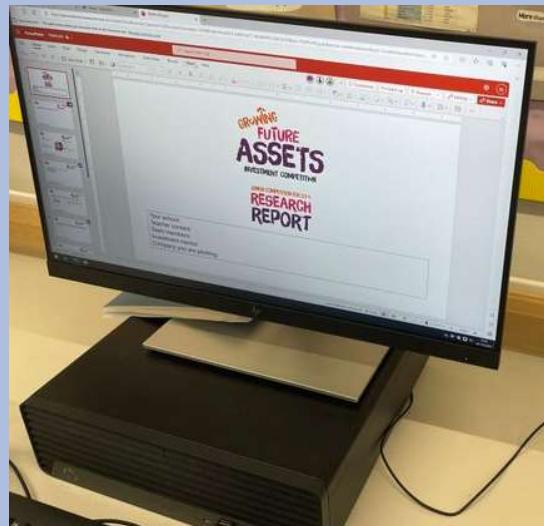
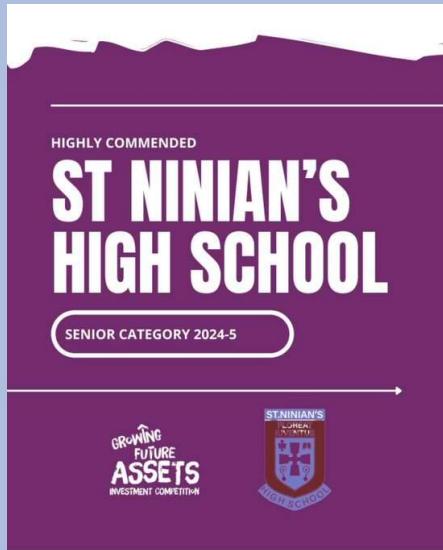
Two groups in 2025 – The Solemates & Brain Boost



# BNP PARIBAS INVESTMENT CHALLENGE



# FUTURE ASSETS INVESTMENT CHALLENGE



# STRATHCLYDE MARKETING CHALLENGE – CUSTOMER SERVICE

Customer Service NPA  
were winners in the  
2024 Strathclyde  
Marketing Challenge!



**Our objectives:**

- Our main objective is to increase social engagement with Nutella by getting more users to download the Nutella app.
- We also want to highlight the brands heritage by celebrating their 60th anniversary.
- We would also generally like to increase awareness of the brand for all age groups but especially younger people by showing all the different ways Nutella can be used in different recipes.



**Target market for our promotion:**

- The target market is typically Families with children as demonstrated in advertisements.
- Typically, adults are the largest age group to purchase Nutella at 48% (Silva, 2016) helping to get both adults and children involved with the brand and our promotional campaign.



**Recipe ideas:**

- These are potential recipes we will be showcasing at the live events:
- Halloween cookies
- Nutella muffins
- Nutella porridge
- All recipes found at [Find your Nutella® recipe | Nutella® UK and Ireland | Official Website](#)



Example of the  
billboard  
advertisement

- Nutella was first created by the Italian company Ferrero in 1964 (Nutella, n.d.)
- It is a distinct combination of hazelnut and chocolate, making it unique and loved. It can also be used in a wide range of recipes. (Nutella, n.d.)
- Over 365 million jars of Nutella are sold each year worldwide, and they are known in 160 countries across the world. (Nutella, n.d.)

## Promotional Activities:

- Over a two-week period, we will launch pop up Nutella café experiences in popular city locations in the UK (Glasgow, Edinburgh, London, Birmingham, Manchester, Leeds, Cardiff)
- Each café will have an exclusive mascot outside to attract young children and families into the cafes as our target market for the promotion. This will also encourage people to snap and share photos of the mascot on social media, creating awareness of the promotion and brand.
- Inside each pop-up cafe, people will have the chance to experience samples of Nutella and watch live demonstrations of Nutella recipes being prepared. There will be QR codes located throughout the cafes to encourage users to download the app and sign up to Nutella mailing list, and as incentive to do so, users will have the chance to win exclusive Nutella prizes themed around the 60th anniversary such as a teddy bear of the mascot and 60th anniversary themed giant Nutella jar.
- To spread awareness of the 60th anniversary Nutella promotion of the pop-up cafe's, we will use billboard advertisements across the city locations we are planning to host in. Also, we will create social media posts about the event as this is a free advertising method and can grab the attention of many people.

## nutella dig for the diamond campaign!

### target market

This campaign will be targeted at young adults from the ages of 18-30 and parents as young adults may buy Nutella as part of their breakfast or dessert and parents may buy it for their children. Parents will be more inclined to buy lots more Nutella if they have a chance to win a prize as well.

The behavioral group it will be targeted at is those who are snack enthusiasts and pick Nutella to indulge in and will have the chance to win a grand prize at the same time.

### our campaign

Our idea for the campaign is to emphasise the theme of the 60 years of Nutella while also encouraging lots of repeated sales while drawing attention to Nutella as a whole.

### This is idea is:

There will be the chance for customers to win a range of prizes depending on what they find in their Nutella jar. There will be 30 bronze jars, 15 silver jars, 5 gold jars and 1 ultimate winner of the 60,000 diamond jar. All the winners will also be rewarded with Nutella merchandise such as a large jar of Nutella, clothing, accessories and more.

To win, customers must find a small silver, bronze or gold Nutella jar charm which will be built into the jar which means they have won one of those prizes, and to win the diamond jar they must find the swirl-in diamond at the bottom of the jar which there is only one of in the world.

To ensure there is no cheating within the campaign, Nutella should note which product number they put the prize in, and the winner must reveal this to get the prize.

### the costs

We calculated that this promotion will cost Nutella £100,000, not including the cost of merchandise. Despite the cost of the campaign, they will see a large increase in their sales as each year it is predicted they sell at least 250,000 tonnes a year and we expect this number to increase by 10% because of our campaign idea.

### Packaging idea



### facts about nutella

- A jar of Nutella is sold every 2.5 seconds, this adds up to 24 jars a minute (EWPN, 2024).
- France is the largest consumer of the spread is said to be France. Over 25% of the world's Nutella is consumed and produced in the country. World Nutella Day (EWPN, 2024).

- In 2013 a French court blocked a couple from naming their newborn daughter Nutella (ERJUUS, 2024).

- Nutella was originally created by the Italian Confectioner Ferrero, and was invented by Pietro Ferrero. Nutella was originally named Supercrema Giosedus, and was modified and re-made by Pietro's son Michele, who produced the name 'Nutella', World Nutella Day: Fun Facts! (ERJUUS, 2024).

### promoting our campaign

We suggest Nutella raises awareness for this campaign by utilising social media and influencers, by giving Nutella jars to participate in our challenges and encourage their followers to participate in the fun to use the hashtag on TikTok and Instagram, #DigForTheDiamond. Influencers Nutella could use are Jada Hinch, Stacey Solomon who will appeal to parents which will encourage them to participate in the challenge. Influencers could show them making something for their kids and having fun in the competition with their kids.

The influencers will be expected to film a 1-minute video of searching for the grand prize, if they are successful or not, the influencers will encourage followers to Head to the shops and pick it up and try to get the diamond jar themselves.

The use of the hashtag will help to make the campaign a viral sensation and grow to all over the world if lots of people are using it.

To reach all social media they could also make their own snapchat filter which will be a promotion which first appears as an option for a filter when users of snapchat open their phone. They could make the snapchat filter so that it says in text dig for the diamond and diamond could be incorporated in the filter by them falling down the screen.

### objectives

- Increase Brand Engagement: Encourage customers to interact with the brand by participating in the promotion, creating excitement and buzz.
- Boost Sales: Drive sales by incentivising customers to purchase Nutella jars for a chance to find a hidden prize.
- Enhance Customer Loyalty: Reward loyal customers and attract new ones by offering a fun and rewarding experience.



Example of Cadbury using this method of snapchat filter.



**University of  
Strathclyde  
Business  
School**



# CUSTOMER SERVICE RESEARCHING REAL LIFE EXAMPLES



# RETAILING (NATIONAL 5)

- New for 2024 course – Retailing!
- This course looks at building practical skills and knowledge needed for future employment in the Retail Sector.
- Pupils have the option to study this course as an additional National 5 qualification during Customer Service lessons
- The units we have covered in this course are:

**Working in  
Retail**

**Maintaining,  
Storing and  
Replenishing Stock**

**Satisfying  
Customer  
Needs**

**Planning and  
Implementing a  
Retail Event**



# RELEVANT WEBSITES



- SQA Business Management
- Planitplus

