

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**

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graph TD; A[SI COURSE] --> B[S2 BUSINESS MANAGEMENT]; B --> C[N4/5 BUSINESS MANAGEMENT]; C --> D[HIGHER BUSINESS MANAGEMENT]; D --> E[ADVANCED HIGHER BUSINESS MANAGEMENT]; F[HIGHER ACCOUNTING] -.-> D; G[HIGHER ADMINISTRATION AND IT] -.-> D;
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SI COURSE

S2 BUSINESS
MANAGEMENT

N4/5 BUSINESS
MANAGEMENT

HIGHER BUSINESS
MANAGEMENT

HIGHER
ACCOUNTING

ADVANCED HIGHER
BUSINESS MANAGEMENT

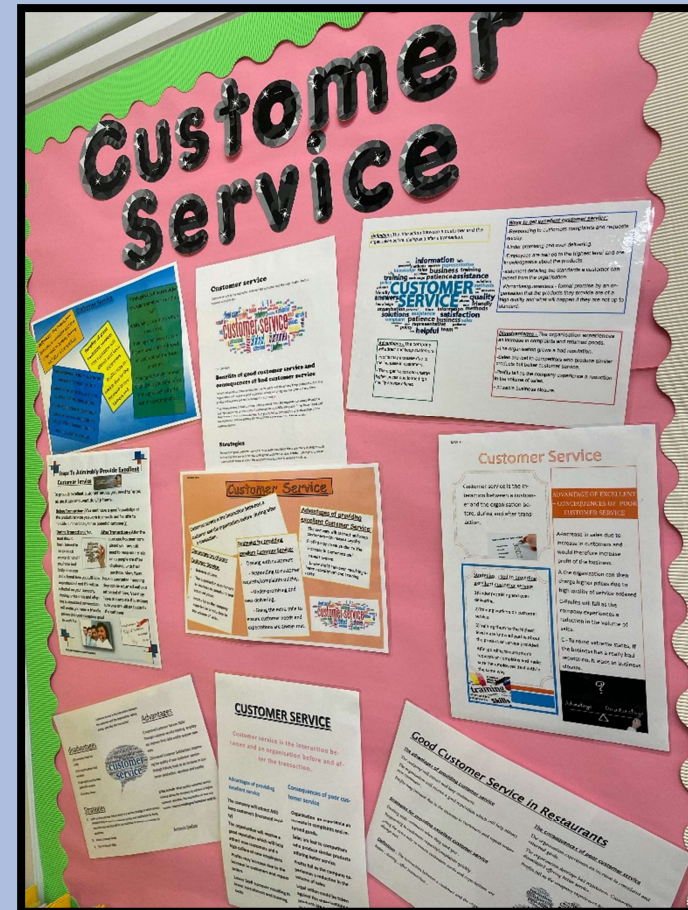
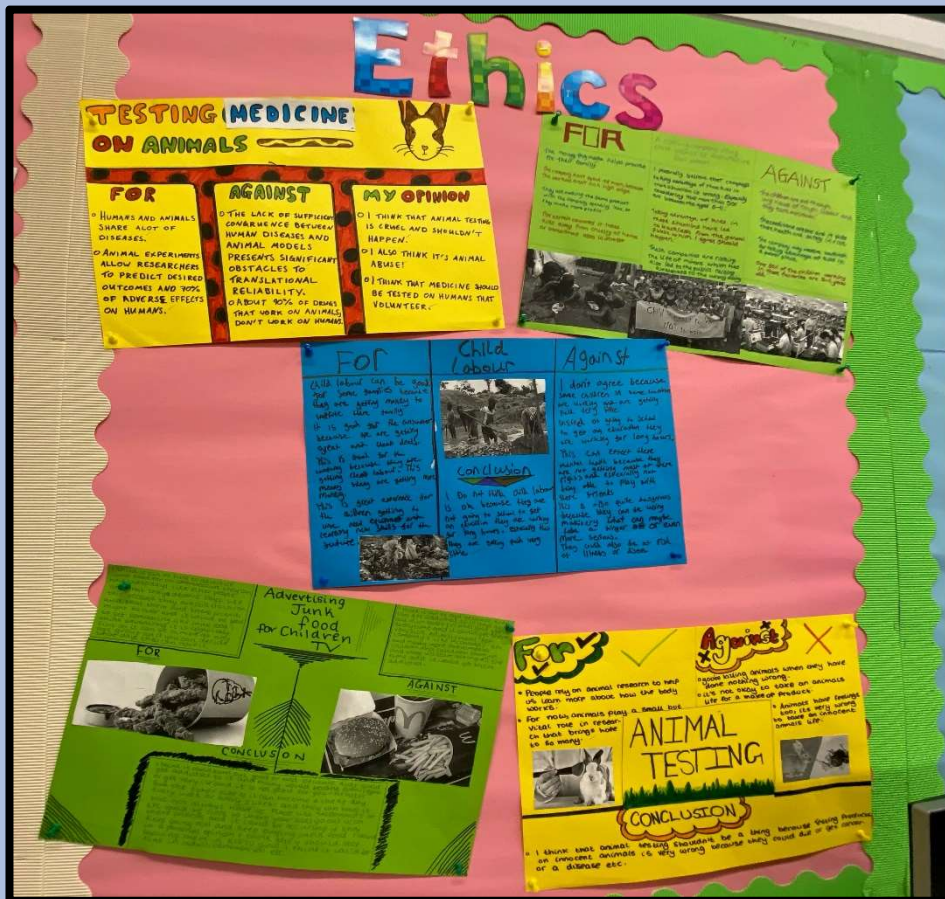
HIGHER
ADMINISTRATION
AND IT

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

Our logo



LOGO & SLOGAN



I chose this as my design because my logo and slogan symbolizes the intelligence and clothing we sell (modern day clothing).

FASHION AT YOUR STEP
Trend
DESIGNERS

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

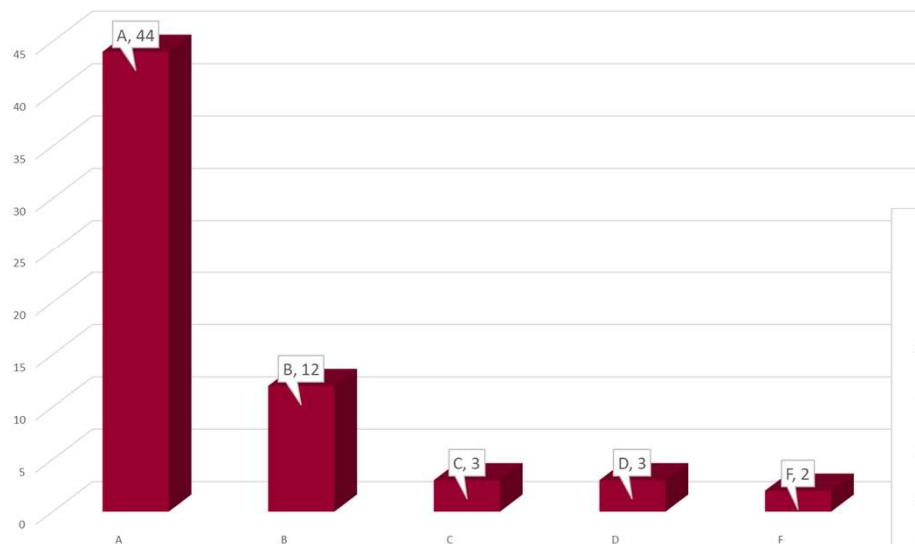


WHAT OUR PUPILS SAY

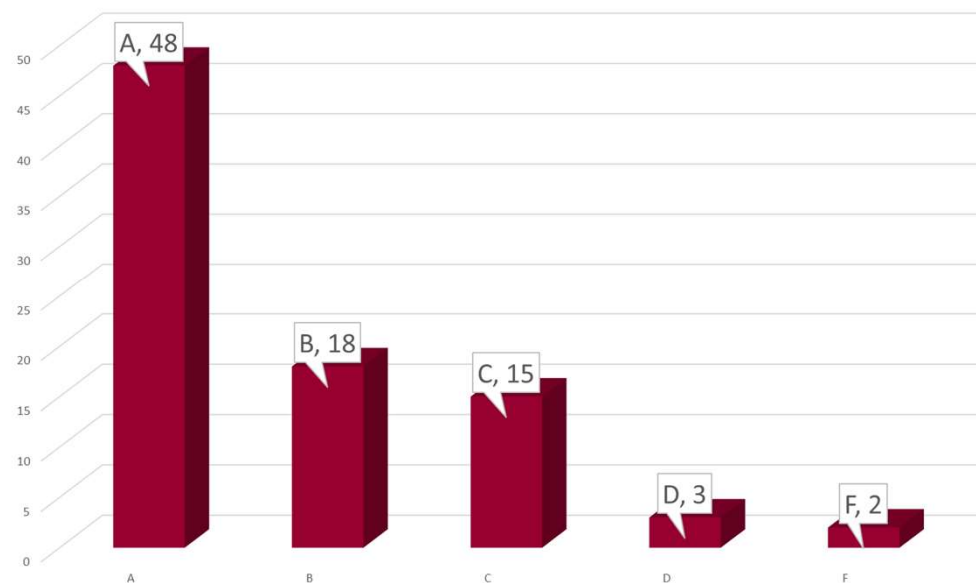
“You should pick Business as it opens up many career paths. It also teaches you skills you won't learn elsewhere including how to prepare budgets and use successful marketing to maximise profits”. S4 Pupil

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)



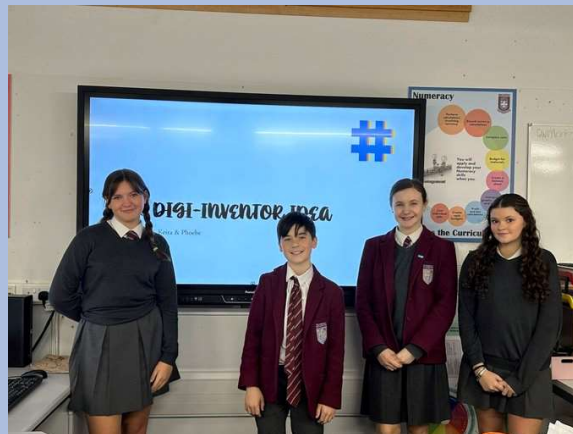
BUSINESS CLUB TRIP TO COP 26



BUSINESS CLUB TRIP TO SOCIAL ENTERPRISE DRAGONS DEN



DIGI INVENTORS COMPETITION 2024

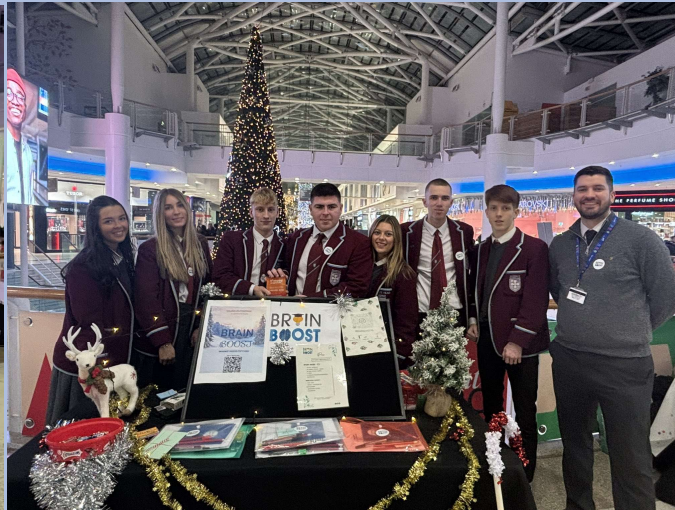


LUSH WORKING WITH BUSINESS PUPILS IN SENIOR PHASE

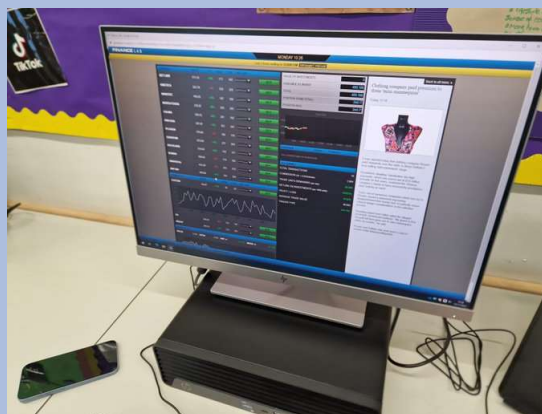


YOUNG ENTERPRISE 2025

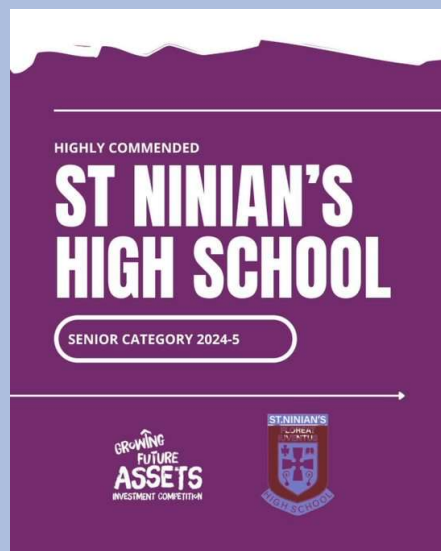
Two groups in 2025 – The Solemates & Brain Boost



BNP PARIBAS INVESTMENT CHALLENGE



FUTURE ASSETS INVESTMENT CHALLENGE



STRATHCLYDE MARKETING CHALLENGE – CUSTOMER SERVICE

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

2nd
Prize

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 brand's 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.

60 years of
Nutella
Spreading Joy,
One Jar at a Time!



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.

Our mascot: Nutella bear:

- A Nutella mascot will be used to promote Nutella, by having it outside Nutella cafes to appeal to children.
- A teddy of the bear can also be won through completing activities and games on the Nutella app.



Our designed mascot



Example of the billboard advertisement

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](#)

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 enjoy Nutella as part of their breakfast or dessert and parents often 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 emphasize 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 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 built-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!

facts about nutella

- A jar of Nutella is sold every 2.5 seconds, this adds up to 24 jars a minute (EWPM, 2024)
- The country that 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 (EWPM, 2024)
- In 2015 a French court backed a couple from naming their newborn daughter Nutella. (IRUDUS, 2024)
- Nutella is manufactured by the Italian Company Ferrero, and was invented by Pietro Ferrero. Nutella was originally named *Supercrema Gianduja*, and was modified and re-made by Pietro's son Michele. Who produced the name 'Nutella'. World Nutella Day: Fun Facts! (IRUDUS, 2024)

promoting our campaign

We suggest Nutella raises awareness for this campaign by utilizing social media and influencers, by giving Nutella jars to participate in our challenge and encourage their followers to participate in the fun to use the hashtag on TikTok and Instagram, #DigforTheDiamond. Influencers Nutella could use are Missy Minch, Stacey Solomon who will appeal to parents which are Nutella's target market as they 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 excitement will encourage followers to head to the shops and pick it up and try to win the prize 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 medias 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 diamonds could be incorporated in the filter by them failing down the screen.

objectives

- Increase Brand Engagement: Encourage customers to interact with the brand by participating in the promotion, creating excitement around Nutella.
- Boost Sales: Drive sales by encouraging 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.

our logo



our tagline

"Scoop, eat, repeat. Find that lucky treat."

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

3rd
Prize



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**

**Satisfying
Customer
Needs**

**Maintaining,
Storing and
Replenishing Stock**

**Planning and
Implementing a
Retail Event**



RELEVANT WEBSITES



- SQA Business Management
- Planitplus

