

# 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

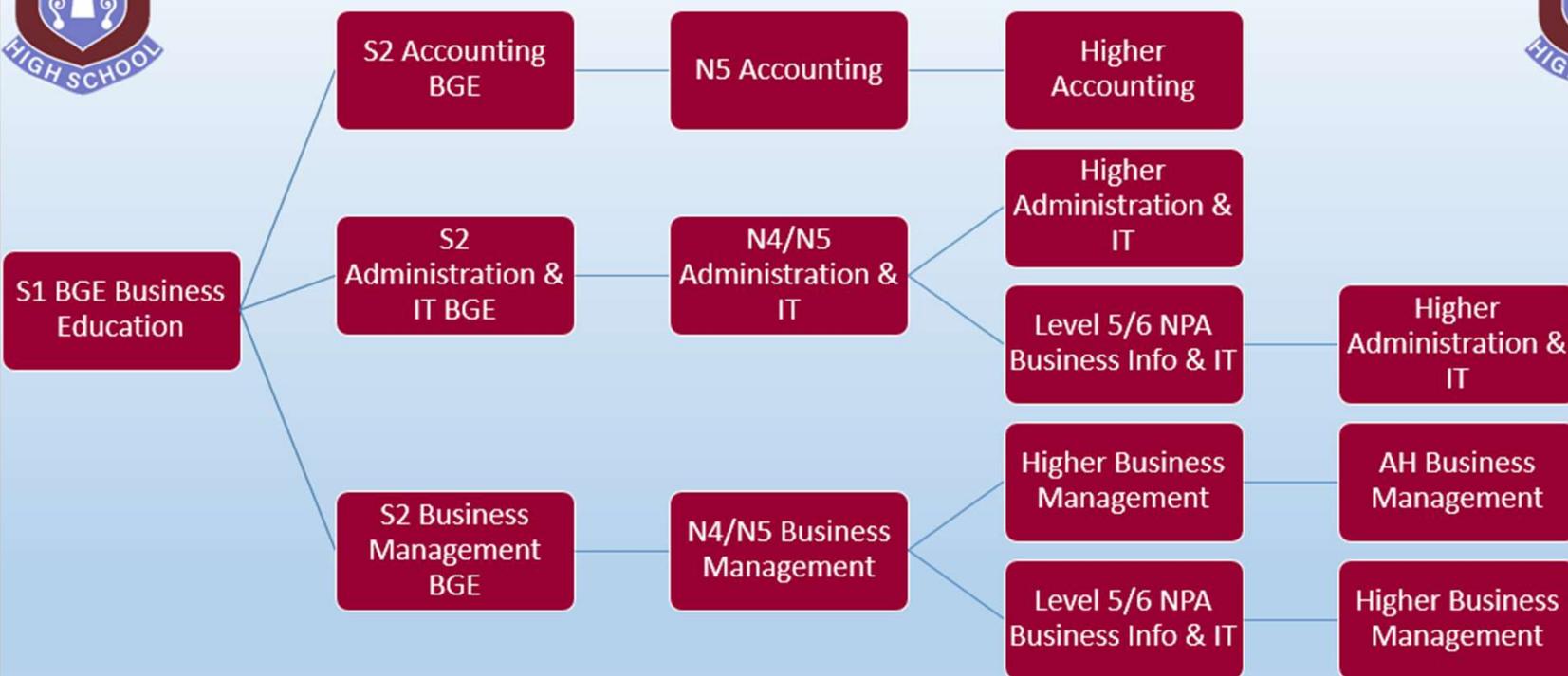
- Mrs Andrews
- Mrs Lorimer
- Mrs Martin
- Mrs McFetridge – Principal Teacher
- Miss Thom
- Miss Campbell
- Miss Meehan
- Mr Bradley
- Mr Brown



# PATHWAYS



## St Ninian's Business Education Department Curriculum Pathways



The following courses are available in S5/S6 with no 'entry requirements'

Level 5/6 NPA Customer Service

Level 5/6 NPA Business Information & IT

Level 6 Young Enterprise

## 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

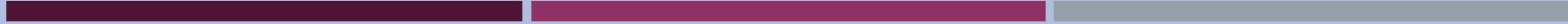
# Why study Administration & IT?

Administration is a growing sector offers wide-ranging employment opportunities. Moreover, IT skills have extensive application not only in employment but also in other walks of life.

You will gain skills in managing information, organising, planning, problem solving and decision making.

The skills that you develop are useful in areas such as office work, economics, human resource management, management services and public services administration.





**S2 ADMINISTRATION AND IT**



**BUSINESS EDUCATION  
DEPARTMENT**

SI COURSE

S2 ADMINISTRATION  
AND IT



N4/5 ADMINISTRATION  
AND IT



HIGHER  
ADMINISTRATION AND  
IT

HIGHER BUSINESS  
MANAGEMENT

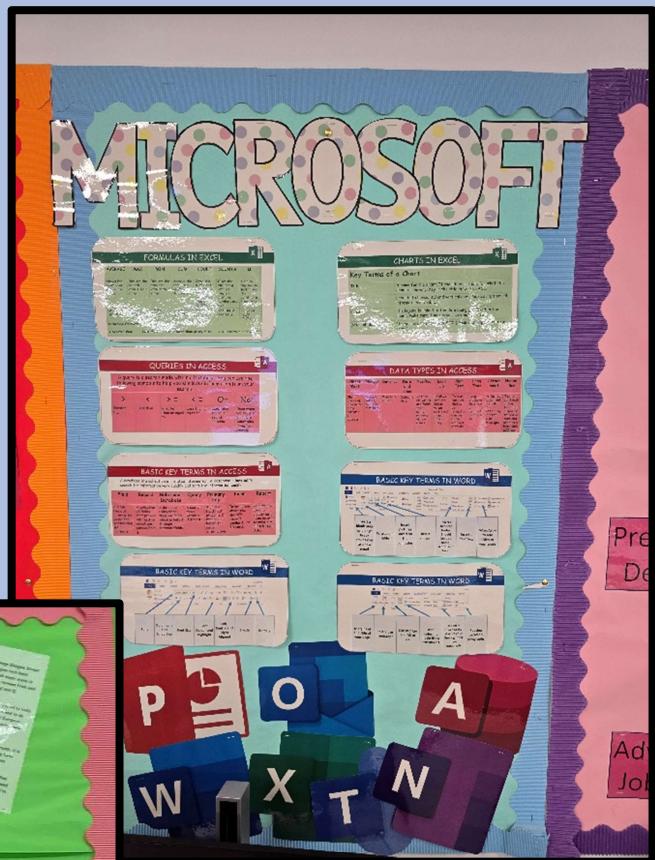
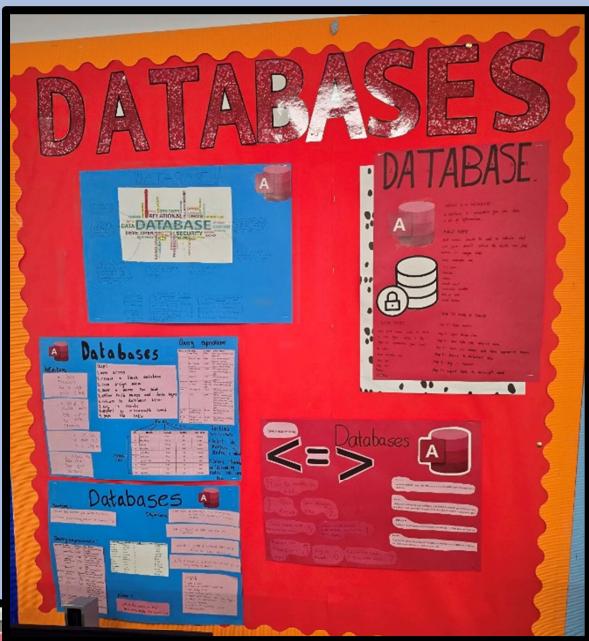
HIGHER  
ACCOUNTING

# COURSE CONTENT

- Communication – Outlook, Powerpoint
- Digi Inventor Team Challenge – Develop your own App
- Word Processing
- Internet Research
- Databases
- Spreadsheets
- Managing the Band Project – Outlook, Calendar, Powerpoint, Internet Research, Desk Top Publishing



## SOME EXAMPLES OF PUPIL DISPLAYS



# ASSESSMENT

- Practical tests using ICT Software designed to introduce the National 4 5 assessment layouts
- Team Challenge – Digi Inventors
- Self Assessment
- Peer Assessment
- Verbal communication
- Posters
- PowerPoints



# SKILLS

- Digital Skills
- Teamwork
- Problem solving
- Working to deadlines
- Attention to detail
- Creativity
- Communication
- Presentation



# WHAT OUR PUPILS SAY

## WHY DID I PICK ADMIN?

- Admin gives skills for life. it is a very fun and practical course with lots of different tasks.
- The whole department are really friendly and are more than happy to help with anything you may be stuck with

## Why you should pick admin

- Admin is fun and enjoyable to learn
- You do most your work on the computers
- Admin really helps you with your everyday use of technology



## WHY YOU SHOULD CHOOSE ADMIN

Admin gives you skills for later on in life. You should really consider choosing admin if you like working on the computers. The work you do in admin is exciting.



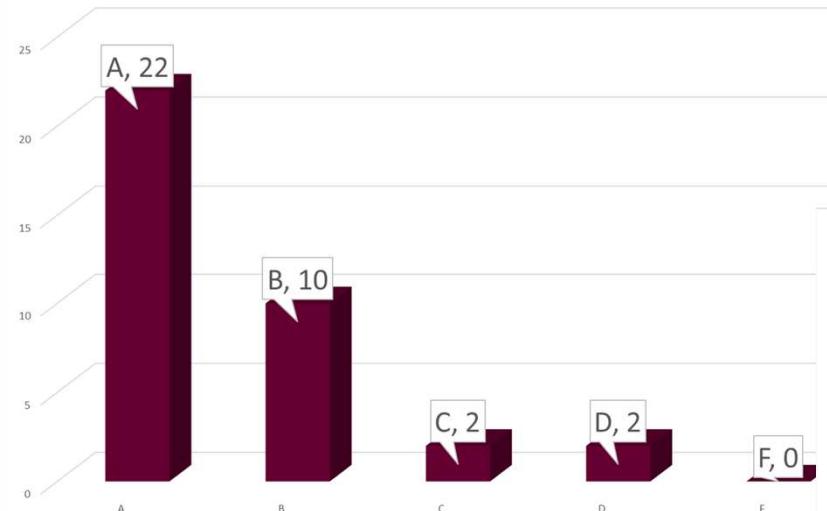
## What I have learned.

- ❑ This class has given me many skills I will benefit off in later life.
- ❑ My computer skills have developed a lot since the start of S2 and I do not regret choosing this subject.

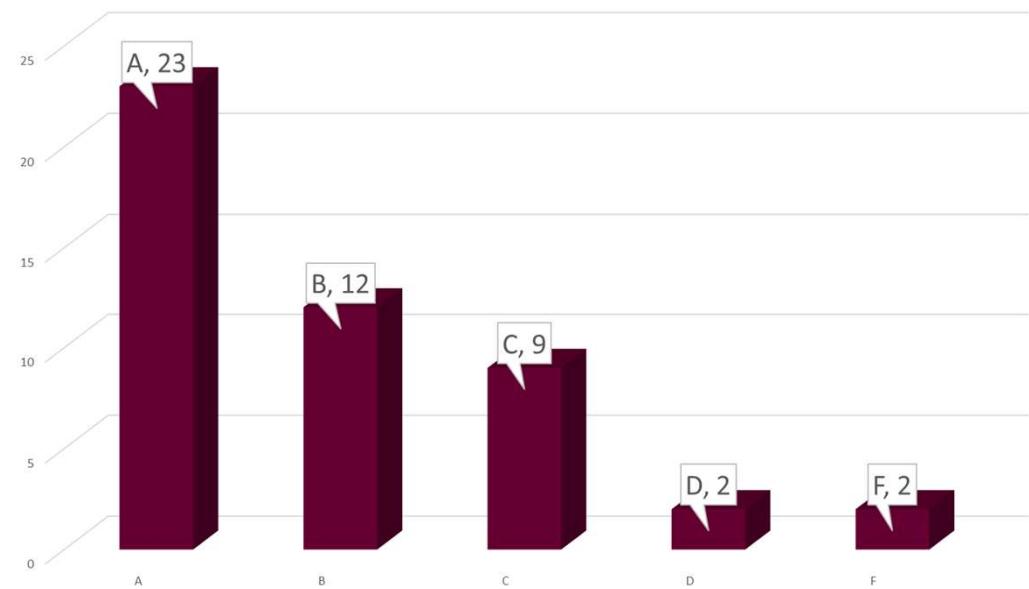


# ADMINISTRATION AND IT SQA 2024

## NATIONAL 5 ADMIN AND IT 2024



## HIGHER ADMIN AND IT 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



# DIGI INVENTORS COMPETITION 2024



# BUSINESS CLUB TRIP TO SOCIAL ENTERPRISE DRAGONS DEN



# LUSH WORKING WITH BUSINESS PUPILS IN SENIOR PHASE

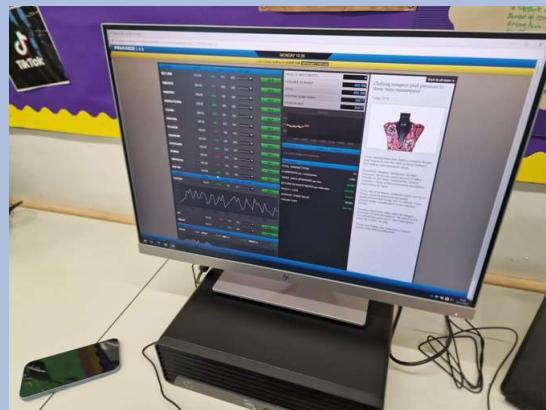


# YOUNG ENTERPRISE 2025

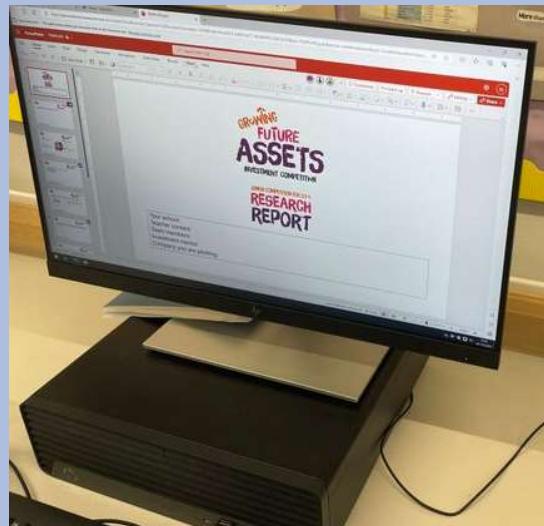
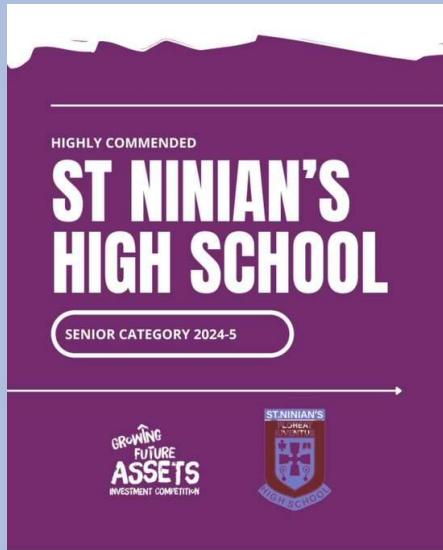
Two groups in 2025 – The Solemates & Brain Boost



# 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 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 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.

**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

**our tagline**  
"Scoop, eat, repeat. Find that lucky treat!"



### 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 Giodobato, 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 challenge and encourage their followers to participate in the fun by using 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 also show their kids making 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 it for 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 diamonds could be incorporated in the filter by them falling down the screen.



Example of Cadbury using this method of snapchat filter.



**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.



**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 Admin and IT



- Planitplus

