

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 😊

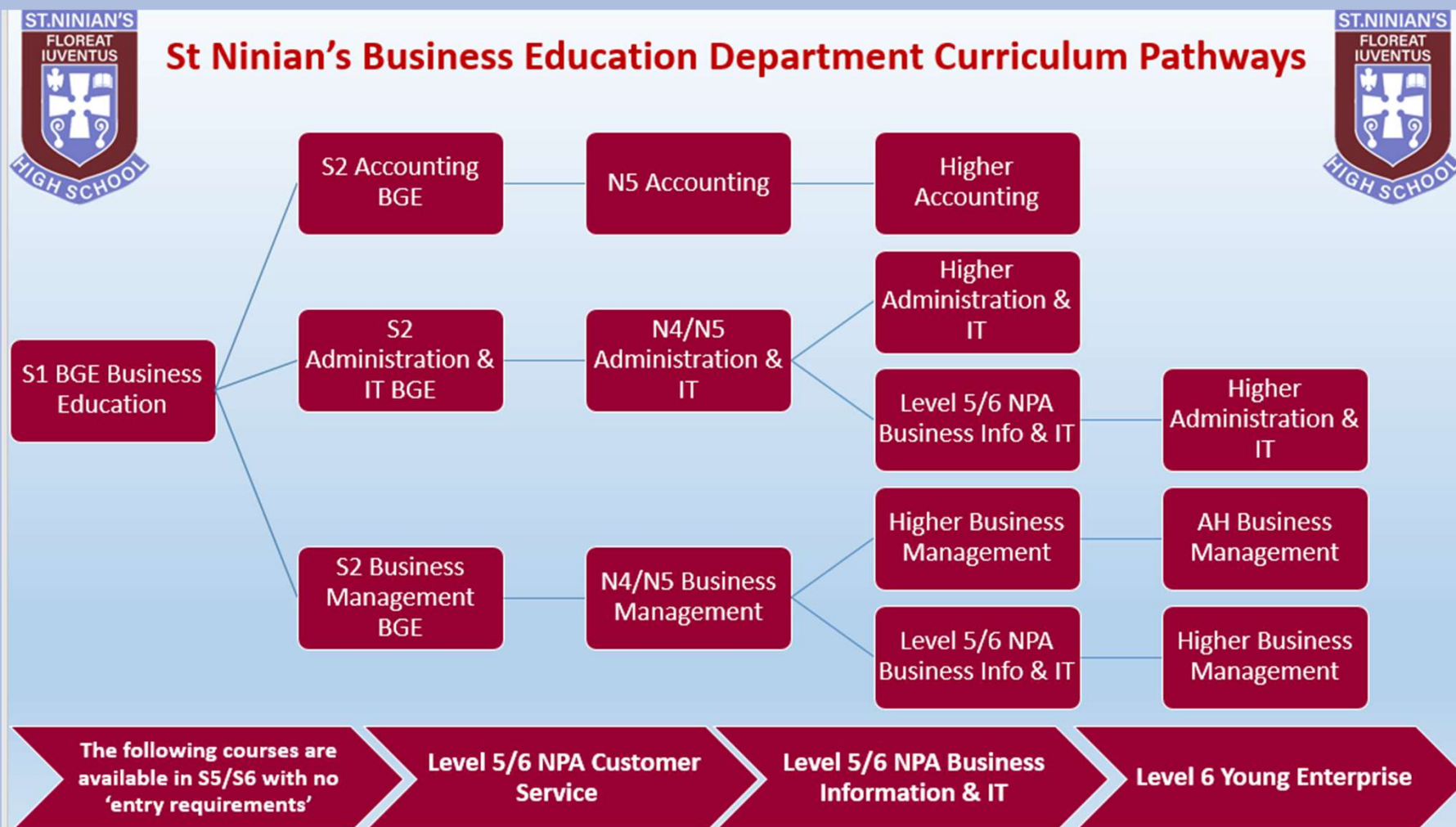


STAFF – MEET THE TEAM

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



PATHWAYS



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**

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



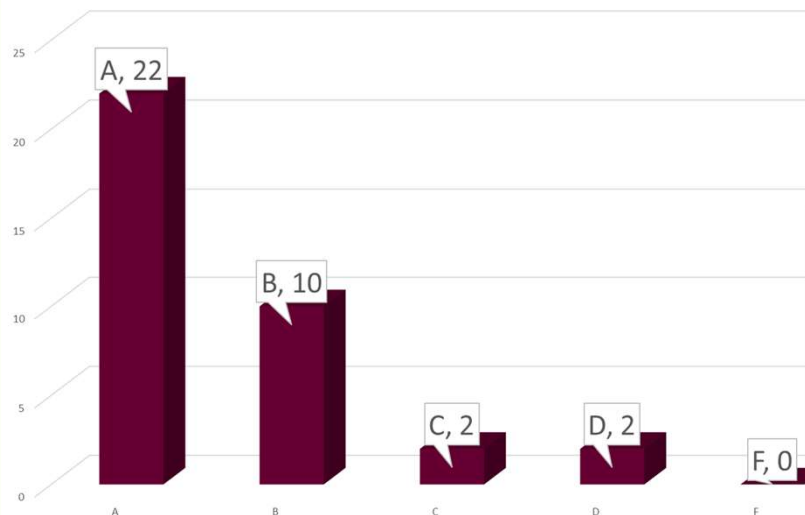
What I have learned.

- ❑ 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.

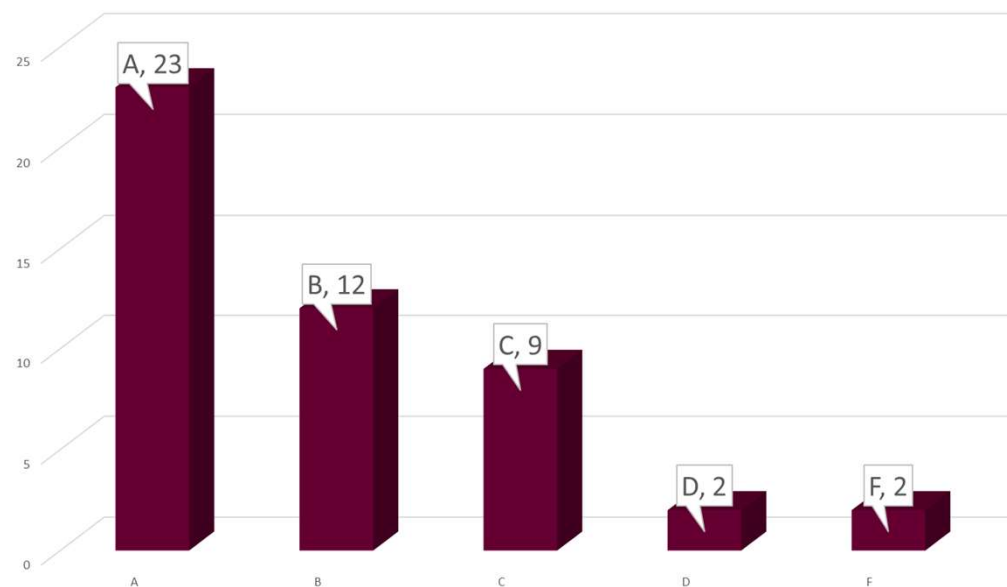


ADMINISTRATION AND IT SQA 2024

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.



Follow us:



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DISNEYLAND PARIS MAY 2024

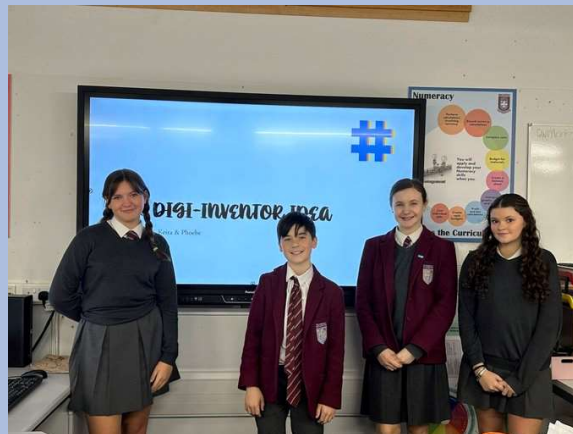
- We are delighted to be offering trips once again and heading to Paris again in May with S3 Business Education Pupils.
- We will visit:
 - Disney Land Paris
 - Montparnasse Tower
 - Bateaux Mouches
 - Stade De France – Behind Scenes Tour
 - Cadbury World (Birmingham)



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

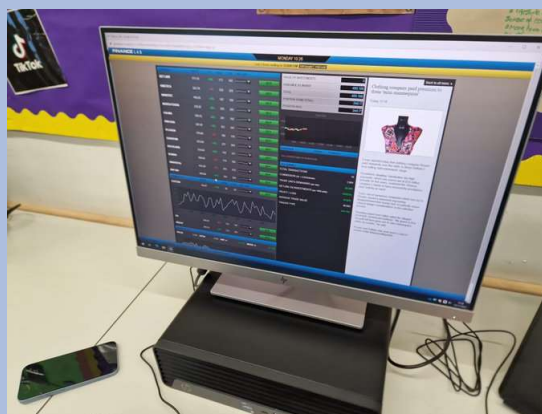


YOUNG ENTERPRISE 2025

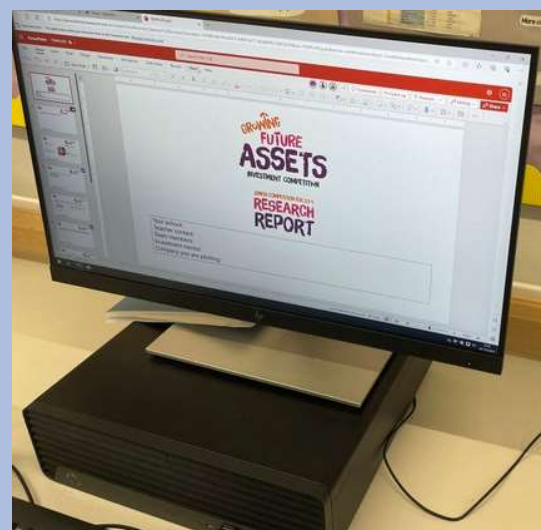
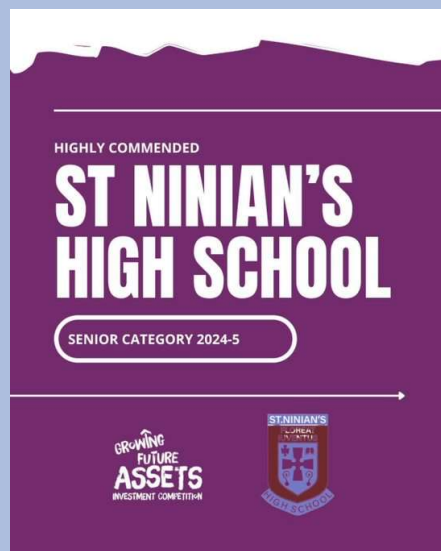
Two groups in 2025 – The Solemates & Brain Boost



BNP PARIBAS INVESTMENT CHALLENGE



FUTURE ASSETS INVESTMENT CHALLENGE



STRATHCLYDE MARKETING CHALLENGE – CUSTOMER SERVICE

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

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)

Diamond in jar



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."

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



Example of Cadbury using this method of snapchat filter.

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 Admin and IT
- Planitplus

