

## Some examples of language, literacy and numeracy use in *Business*

### Literacy/ESOL

Speaking and Listening	Reading	Writing
<ul style="list-style-type: none"> <li>Actively researching current High Street shopping trends (using own questionnaire) to gain marketing data and information</li> <li>Preparing and presenting (using presentation software) ideas for a new business proposal</li> <li>Contributing to a team meeting to discuss the ideas and implementation of a sales campaign</li> </ul>	<ul style="list-style-type: none"> <li>Reading business information provided as continuous written text and preparing a short report using ICT utilising headings, sub headings and bullet points</li> <li>Using the internet and library resources to research marketing opportunities in developing economies</li> <li>Reading and understanding newspaper reports and data</li> </ul>	<ul style="list-style-type: none"> <li>Writing an illustrated report reviewing trends in retail design aimed at teenagers and identifying the role of brand names and logos in marketing</li> <li>Creating a business plan for a new product idea, identifying key consumers, raw materials and production costs with a brief outline for a marketing strategy</li> </ul>

### Numeracy

Number	Measures, shape and space	Handling data
<ul style="list-style-type: none"> <li>Discussing the meaning of negative numbers in practical contexts such as overdrawn accounts and credit card debt</li> <li>Applying a 5%, 8% and 10% increase to everyday financial sums of money such as wage increases, interest on savings or cost of credit</li> </ul>	<ul style="list-style-type: none"> <li>Using information from newspapers, banks and websites (<a href="http://www.xe.com">www.xe.com</a>) to find the value of the pound in different currencies and how the value can vary from day to day</li> <li>Conducting a Health and Safety assessment using scale diagrams, knowledge of measures, shape and space e.g. amount of space per person, access to fire escapes etc</li> </ul>	<ul style="list-style-type: none"> <li>Discussing probability in relation to insurance of cars, property, travel etc</li> <li>Discussing the use of mean, median and mode and why the median is sometimes a “better average” than the mean e.g. average earnings may be distorted by very high salaries</li> <li>Understanding stock market and financial market records such as those in newspapers</li> </ul>