

# BUSINESS STUDIES

# ESSAY EXAMPLES

## PAPER 1

TOPIC #	TOPIC	CHAPTERS	EXAMPLES
1	BUSINESS ENVIRONMENTS	Impact of recent legislation Business strategies Business sectors	
4	BUSINESS OPERATIONS	Human Resources	<p>The government has embarked on a rapid recruitment drive to secure health-care workers through a shortened seven-day recruitment process to enhance capacity in the sector</p> <p>The Coega Development Corporation (CDC) has completed the induction of 50 young people from the Eastern Cape for an eight-month information communications technology internship.</p> <p>More contract health workers, hired during the height of the Covid-19 pandemic, are desperately seeking employment as their deadline looms, with the department of health confirming there is no budget to extend their contracts.</p>
		Quality of Performance	<p>Ecotanks, that sells rainwater tanks, has ISO 9001:2015 certification, which is an international standard dedicated to quality management systems.</p> <p>Masks being used by thousands of SA health workers to protect them from Covid-19 infection have failed safety tests of quality control.</p>

## PAPER 2

TOPIC #	TOPIC	CHAPTERS	EXAMPLES
2	BUSINESS VENTURES	Management and Leadership	<p>Value-based leadership and motivation are central to a happy workplace and a successful business according to businesswoman extraordinaire, Dr Gloria Serobe.</p> <p>Volkswagen Group South Africa chairman and managing director Thomas Schaefer has been elected the new president of the Nelson Mandela Bay Business Chamber.</p>
		Investment Securities	<p>A water crisis and rolling blackouts did not deter SA Breweries (SAB) from pumping a R510m investment into Nelson Mandela Bay as part of its Ibhayi plant expansion project.</p> <p>A 69-year-old Port Elizabeth man allegedly managed to fraudulently acquire more than R1.8m from a client through an endowment.</p> <p>Investors looking for a local equity fund offering diversified access to shares on the JSE and to support black business in South Africa</p>
		Investment Insurance	<p>According to a BusinessLIVE report, funeral cover shows the highest number of fraudulent claims, followed by death and disability cover and hospital cash plans</p> <p>The financial squeeze on South Africans has shown increasing numbers of consumers stopping their risk insurance premiums and cashing investment policies.</p>

<b>3</b>	<b>BUSINESS ROLES</b>	<b>Ethics and Professionalism</b>	<p>Parliament's ethics committee has cleared former health minister Dr Zweli Mkhize of contravening the MPs' code of ethics.</p> <p>A forward-thinking approach to business while maintaining family values and professionalism and has seen the continued growth of the Tavcor Motor Group.</p> <p>Car manufacturer Audi has issued a public apology for its "sexually suggestive" and "insensitive" tweet on its RS4 advert.</p>
		<b>Social responsibility, Corporate citizenship &amp; CSR</b>	<p>Octotel, a fibre network company, donated school shoes to a Western Cape as part of the Walk a Child Back to School initiative.</p> <p>Shoprites CSI is the donation of surplus food, the creation of food gardens and the service of a mobile soup kitchen to feed the poor.</p>
		<b>Human rights, inclusivity and environmental issues</b>	<p>The cholera outbreak in Hammanskraal, north of Gauteng, constitutes a human rights violation, as people don't have access to safe, clean drinking water.</p> <p>In a trial against a Chinese factory operating in Johannesburg, employees were subjected to long working hours, insults, assaults and violation of basic human rights.</p>
		<b>Creative thinking</b>	<p>A Gqeberha fashion designer has continued to cement his creative brand on runways across the continent and join one of SA's biggest retail markets through his partnership with Mr Price.</p> <p>ParallelDots, the creator of an AI platform for retail, strives to utilize technology in solving real-world retail problems.</p>
		<b>Team performance and Conflict resolution</b>	<p>Teamwork helps Port Elizabeth KFC group achieve top Franchisee partner of the year award.</p> <p>President Cyril Ramaphosa says following the outbreak of Russia-Ukraine conflict, there has been extraordinary pressure on South Africa to abandon its position and take sides in the war</p>