

# S.S.E.R. LTD.

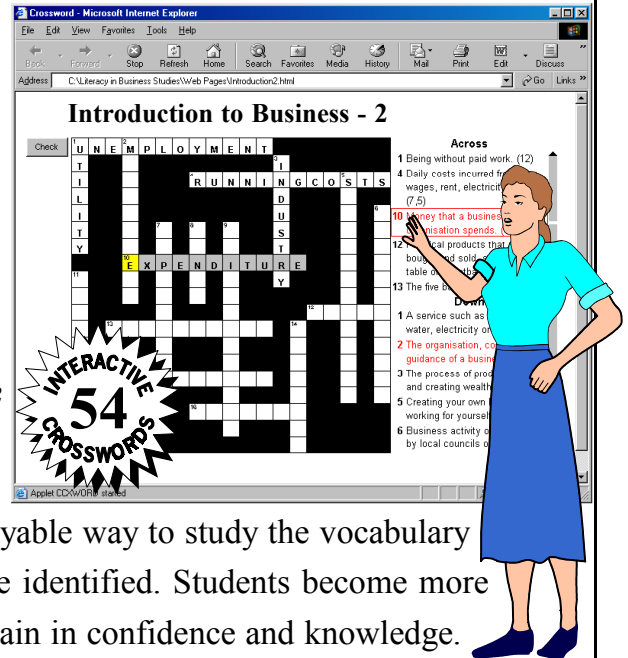
School Software & Educational Resources

**HEAD OF  
BUSINESS ST.**

**AGE RANGE 14-18**

## LITERACY IN BUSINESS STUDIES

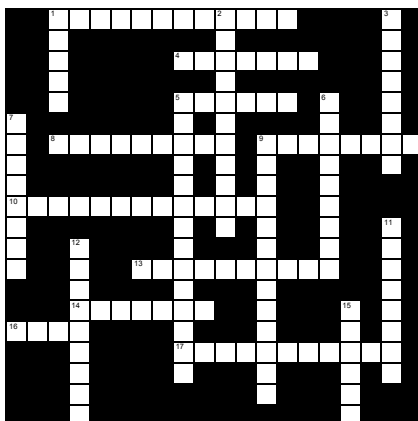
- **OVER 800 KEY TERMS IDENTIFIED;**
- **SUITABLE FOR COURSES AT NQF LEVEL 2;**
- **COMPREHENSIVE COVERAGE OF CORE TOPICS;**
- **CD ROM OR PHOTOCOPY MASTERS AVAILABLE;**
- **INCLUDES FREE DUPLICATION AND SITE LICENCE;**
- **CD ROM FEATURES INTERACTIVE CROSSWORDS.**



'Literacy in Business Studies' engages students in an enjoyable way to study the vocabulary related to the world of business - over 800 key terms are identified. Students become more familiar with pertinent terminology and vocabulary and gain in confidence and knowledge.

The crosswords, wordsearches and word exercises can all be used at any time and are equally suitable for homework or classwork. The resource pack is available as printed photocopy masters (200 pages) or on CD ROM in both Microsoft Word and Adobe Acrobat formats. The CD ROM also provides a detailed glossary, additional word exercises and 54 interactive crosswords - you can view, complete, check and print crosswords from within your favourite Web Browser. The interactive crosswords are ideally suited for use on an interactive whiteboard or ordinary monitor.

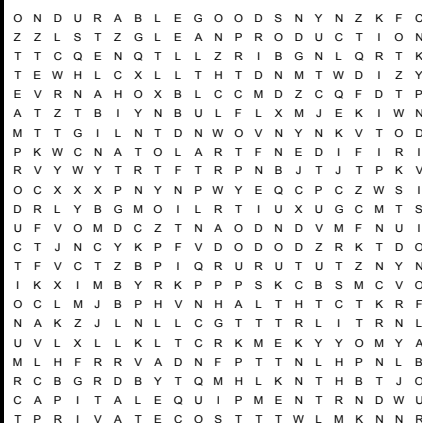
### Literacy in Business Studies Accounting & Finance - 2



- Across**
- 1 A small form for entering details of money which is being paid into an account. (8-2,4)
  - 4 The amount of money needed to make the two sides of an account equal. (7)
  - 5 These things that a business owns - the resources of a business. (6)
  - 8 A method of covering potential financial loss by paying a small premium. (9)
  - 9 A person or business that is owed money by a business. (8)
  - 10 The fixed period of time over which a business must report its annual accounts. (9,4)
  - 13 Storing, analysing and reporting the financial records of a business. (10)
  - 14 Money received by a business. Another word for income. (7)
  - 16 Money in the form of notes and coins, or in a current account - the most liquid of all assets. (4)
  - 17 Credit given from one business to another. (5,6)
- Down**
- 1 The person or organisation that receives an amount of money written on a cheque. (5)
  - 2 A record of customer accounts. (5,6)
  - 3 A record of a firm's cash and bank accounts. (4,4)
  - 5 The financial records of a business drawn up at the end of a financial year. (6,8)
  - 6 Financial planning and control. (9)
  - 7 The amount of money coming in and going out of a business. (4,4)
  - 9 Assets such as cash, debtors and stock - those assets which will change in value over the coming year. (7,6)
  - 11 Debts that can't be collected because the customer can't or won't pay. (3,5)
  - 12 Fixed costs, such as heating or rent. (9)
  - 15 A plan of expected income and expenditure over the coming year. (6)

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### Literacy in Business Studies Production - 3

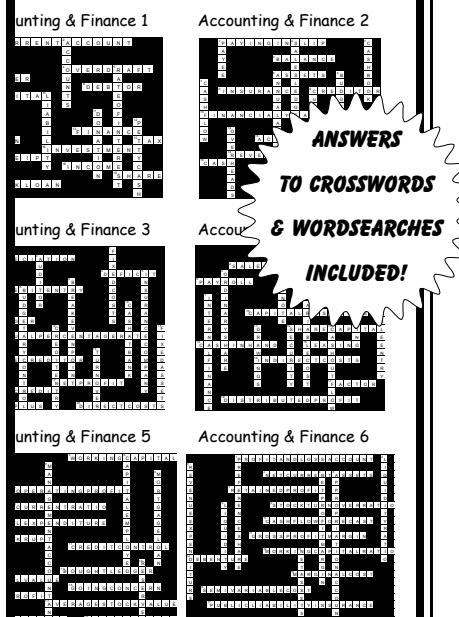


the words in the grid. Words can go across, down and in two diagonals.

- |                           |                      |                       |
|---------------------------|----------------------|-----------------------|
| 1. PRODUCTION             | 2. NON-DURABLE GOODS | 3. QUALITY CONTROL    |
| 4. CAPITAL EQUIPMENT      | 5. PATENT            | 6. SECONDARY INDUSTRY |
| 7. DIVISION OF PRODUCTION | 8. PRIMARY INDUSTRY  | 9. TEAM PRODUCTION    |
| 10. DIVISION OF LABOUR    | 11. PRIVATE BENEFIT  | 12. TERTIARY INDUSTRY |
| 13. PRODUCTION            | 14. PRIVATE COST     | 15. WORK STUDY        |
| 16. PRODUCTION            | 17. PRODUCTIVITY     |                       |

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### Literacy in Business Studies Crossword Solutions - Accounting & Finance



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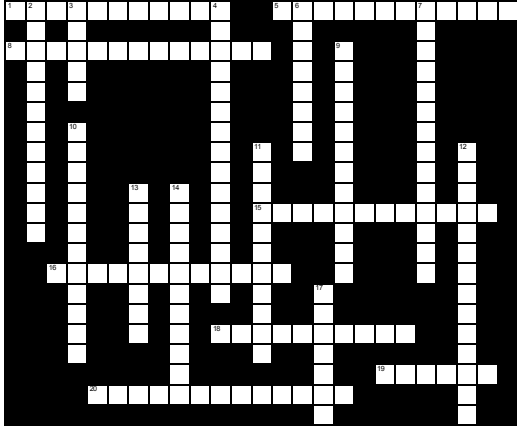
# USE MS WORD TO EDIT TERMINOLOGY OR ALTER CLUES AND DEFINITIONS!

Topic	Number of Crossword & Wordsearch Sets
Accounting & Finance	6
Business Growth & Change	2
The Business Environment	6
Communication	2
Customer Service	4
Human Resources	8
The Use of ICT	2
Introduction to Business	3
Marketing	8
Production	4
Retailing	3
Social & Ethical Issues	2
Structure & Organisation	2
Types of Business	2

**N.B. Sets contain crosswords, wordsearches, solutions, support sheets and word exercises.**

Differentiate by allowing the pupils to choose between a crossword or wordsearch - the associated word exercises ensure a similar outcome. The crossword support sheets provide a differentiated task level between a crossword and a wordsearch. The site licence allows you to put the interactive crosswords on any number of networks and standalone computers, and to print off any number of crosswords for use within the site. This resource is aimed at GNVQ Intermediate Level, GCSE, Applied GCSE or other courses at NQF Level 2.

### Literacy in Business Studies Marketing - 6



**Across**

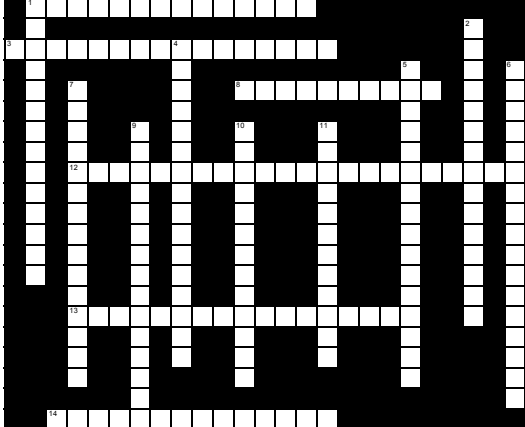
- Financial backing in return for an association with an organisation or well known individual. The financial backer receives good public relations and advertising through the display of its brand name and logo. (11)
- Buying things at a distance, either by phone, over the Internet or through interactive digital TV. (4,4)
- The promotion of goods at the point of sale, especially in retailing. It also means selling or giving away products such as tea-shirts, mugs or calendars, in order to promote key products. (13)
- A type of survey conducted by mailing out questionnaires. (6,6)
- The combination of marketing activities. The four 'P's - Product, Place, Price & Promotion. (9,3)
- A middleperson who provides a link between a manufacturer and a retailer. (10)
- An agent who trades on behalf of someone else. (6)
- Pricing a product according to the price of other similar products in the market. (6,7)

**Down**

- Promotional material in the form of a prepared statement to the media. (5,7)
- A guy in the market. (5)
- A pricing tactic, such as penetration pricing or skimming. (7,8)
- To assess and calculate how effective something is. (8)
- A type of survey conducted by asking people questions face-to-face. (8,6)
- Research done by gathering secondary data from articles, books or the Internet. (4,8)
- The market segment that a company is targeting. (11)
- An organised contest, strategy. (11)
- Customer returns. (11)
- A memento purchased as a decorative item. (11)
- The impression of a product. (6,5)
- An attempt to create an image or brand around the product. (11)

**PHOTOCOPY 200 Pages MASTERS!**

### Literacy in Business Studies Structure & Organisation - 2



**Across**

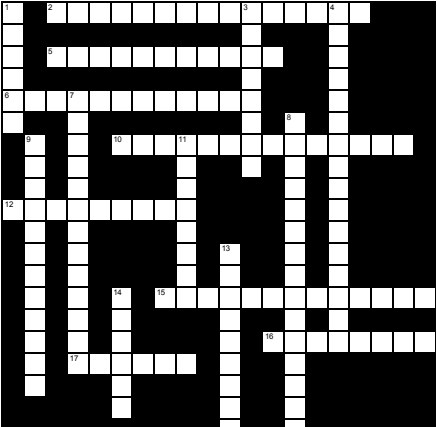
- The most senior manager who has overall charge of the day-to-day running of a business. (5,9)
- A senior director who runs a business on a day-to-day basis. (8,8)
- Transferring authority to a person lower down the chain of command. (10)
- The department of a company that researches ways to improve current products, and tries to apply new ideas to the development of new products. (8,3,1,1)
- A diagram that shows the organisational and hierarchical structure of an organisation. (12,5)
- Where the power and control of an organisation is concentrated at the centre. (14)

**Down**

- The line of authority from the top to the bottom of a hierarchy. (5,2,7)
- The way an organisation is managed. It can be autocratic, consultative or participative. (10,5)
- The distribution of power to regional managers - the opposite of centralisation. (16)
- A group of people elected by the shareholders to control a company. (5,2,9)
- A member of the board of directors of a company, who has overall responsibility for a department, and can take decisions on behalf of the board of directors. (9,8)
- The senior director who runs the board meetings. (5,2,3,5)
- A partner who invests capital into a business, but plays no part in the running of it. They share the profits and the losses. (8,7)
- The number of people that a manager has direct control over. (4,2,7)
- Describes a system of authority based on a structure of levels - each level is more important than the one below it. (12)

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### Literacy in Business Studies Business Growth & Change - 1



**Across**

- A bank or venture capitalist who invests money in a company. (9,6)
- When a business is sold to another company. (11)
- A person who is in charge of a business. (11)
- Reduced average costs from increasing the output or the size of a business. (9,2,5)
- Reorganising a company in order to be more efficient. (13)
- When private companies are taken over by the state - the opposite of privatisation. (15)
- A detailed strategy of the development of a business. (8,4)
- A person in charge of a receivership - they try to sell the company as a going concern. If this is not possible they will sell off the assets to pay the creditors. (8)
- To move into other areas of business. (9)
- The purchase of a company by the workers or management. (6)

**Down**

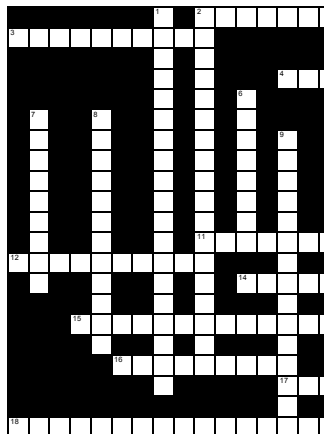
- The joining together of two businesses to form one larger business. (6)
- When an individual or a business that is not incorporated has more liabilities than assets, they can be declared bankrupt. (8)
- Reduced average costs from increasing the output or the size of a business. (9,2,5)
- Reorganising a company in order to be more efficient. (13)
- When private companies are taken over by the state - the opposite of privatisation. (15)
- A detailed strategy of the development of a business. (8,4)
- A person in charge of a receivership - they try to sell the company as a going concern. If this is not possible they will sell off the assets to pay the creditors. (8)
- To move into other areas of business. (9)
- The purchase of a company by the workers or management. (6)

**FEATURING 14 TOPICS EACH CONTAINING CROSS-WORDS, WORDSEARCHES, SOLUTIONS AND WEB CROSSWORDS.**

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# SUITABLE TO SUPPORT CLASSWORK, HOMEWORK OR EXAM REVISION!

## Literacy in Business Studies Human Resources - 4



- Across**
- Previous practice of doing a job which required the same or similar skills. (10)
  - A feeling of self worth and inner confidence. (4-6)
  - A personal recommendation of personality or performance in a previous job. (9)
  - When workers refuse to work overtime as part of industrial action. (8,3)
  - A payment based on a percentage of the income generated from the work. (10)
  - To give formal notice when leaving a job. (6)
  - Regulations at work which are designed to protect people from harm. (6,3,6)
  - A small group of candidates selected for interview, out of all those who applied for a job. (9)
  - Initial training for new employees. (9)
  - A combination of dress, personal hygiene, appearance, personality, attitude and behaviour. (8,12)
- Down**
- A letter which applying for
  - A written d
  - A person's
  - Payment at
  - Something
  - Being com
  - A feeling o
  - The level o
  - An inform

### Literacy in Business Studies - Crossword Support Production 2

Here are the answers to help you with the crossword.

Added Value	Operating Costs	Specialisation
Efficiency	Over-capacity	Specification
Fixed Costs	Physical Resources	Stock Control
Flow Production	Production Line	Supplier
Industrial Estate	Production Manager	Unit Cost
Job Rotation	Sales Volume	

### Literacy in Business Studies - Crossword Support Production 3

Here are the answers to help you with the crossword.

Batch Production	Non-durable Goods	Quality Control
Capital Equipment	Patent	Secondary Industry
Chain of Production	Primary Industry	Team Production
Division of Labour	Private Benefit	Tertiary Industry
Job Production	Private Cost	Work Study
Lean Production	Productivity	

### Literacy in Business Studies - Crossword Support Production 4

Here are the answers to help you with the crossword.

Benchmarking	Group Production	Layout by Process
Cell Production	Industrial Goods	Organisational Goods
Economies of Scale	Just-in-time	Profitability
External Economies of Scale	Kaizen	Rate of Stock Turnover
Extractive Industry	Labour-intensive Industry	Research and Development
		Total Quality Management

## Literacy in Business Studies Communication - 1

G B B N N X R K L K D C Z R  
P R N R Q H E L N B L X L K  
L M F K T Z P N Q E M A I L  
N N W C W F O V Z C D G R N  
D V K N O K R Q D N B D R D  
L C K M N N T T E D K X F W  
L I M E N T F G X K K L G K  
Z N M C F R A E X N R V N D  
N Y T V M M K M R Y N J B F  
M B Q T N P I K W E T G K T  
K Q M K L V F N C M N B L V  
F T G K N R J L U H P C X J  
B R I E F I N G B T M J E M  
J N V K J R Q R N A E M Z N  
R J G D L H G I R R B S Z I  
Y A Y K T C A G Y M R B Z N  
I R K N K L A M N Z M R R V  
J J M G P I J V T N K G C O  
D V J M D Q G J F Q P H W I  
H H O D X R Z R N A Q F Y C  
L C L T X P M F F H X B G E  
E C A S T T T Q H X K T R Y

Words can go across, down and in two diagonals.

CONFERENCE  
DELIVERY NOTE  
DIAGRAM  
EMAIL  
FAX  
INVOICE  
MEDIA  
MEMO  
MINUTES  
REPORT  
SALES FORECAST

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The exercises associated with each topic are graded with respect to conceptual difficulty and therefore teachers can easily decide on the suitability of a crossword for a particular class or pupil. Print the word exercises (below left) on the back of crosswords or wordsearches to complement those activities and to provide pupils with a topic glossary.

The detailed glossary is easily adapted, e.g. Key word lists, wall displays and revision aids can all be developed.

## Literacy in Business Studies Customer Service - 4

Complete the following table.  
The words are from the **Customer Service** crossword.  
Write down your own explanation of the word.

Word	Explanation
Closed Body Language	
Confidentiality	
Customer Loyalty	
Dissatisfied Customer	
Diversity	
Efficient	
External Customer	
Facial Expression	
Health and Safety	
Hearing Impairment	
Internal Customers	
Mobility Impairment	
Non-English Speaker	
Open Body Language	
Personal Presentation	
Public Image	
Repeat Business	
Reputation	
Specific Needs	
Visual Impairment	

## Literacy in Business Studies - Word Exercise A Customer Service - 4

Complete the following table.  
The missing words are the answers from the **Customer Service 4** crossword.  
The words will be in alphabetical order when the table is completed.

Word or Phrase	Explanation
	A type of body lang
	indifference.
	Keeping customers'
	disclosing them to a
	The feeling of alleg
	enjoyed a quality pr
	they will purchase a
	A customer who is n
	they have received
	experience.
	Variation in differ
	Describes a well-ori
	achieves highly from
	A purchaser or end
	A look on the face v
	smile.
	Regulations which a
	A reduced ear capa
	Colleagues who work
	organisation.
	A reduced capacity
	Describes a custom
	A type of body lang
	friendliness.
	A combination of dr
	attitude and behav
	The impression that
	Customers returning
	purchases.
	An opinion generally
	Particular needs of
	thought and attent
	A reduced eye capa

**The Business Environment - 3**

Well done! All correct!

**Across**

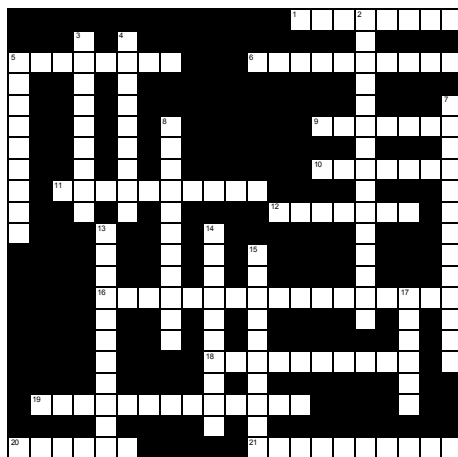
- A group of people who campaign for a particular cause. (6,5)
- Lifting restrictions to encourage competition. (12)
- The rate that prices rise, given as a percentage per year. (4,2,9)
- The use of the Euro in member countries of the EU. (6,8)
- A person, group or organisation

**Down**

- An organisation which forms part of the European Union. (8,9)
- Permission that must be given before any new building extension is built.
- The economic, political and business environment.
- The government's response.

**INTERACTIVE 54 CROSSWORDS!**

## Literacy in Business Studies Social & Ethical Issues - 1



- Across**
- 1 A feeling of self-worth and inner confidence. (4-6)
  - 5 Anything useful to society which is either naturally present or manmade. (8)
  - 6 The employment created by a business. (3,8)
  - 9 The banning of all trade with a country - usually as part of a sanction against a country for human rights abuses. (7)
  - 10 When an employee chooses their own working times within the rules set by the employer. (9)
  - 11 When one job is divided between two people. (3,7)
  - 12 A refusal to buy products from a particular company or country. (7)
  - 16 The right to fair and equal treatment. (5,13)
  - 18 An organisation which promotes and protects the rights of workers. (5,5)
  - 19 Procedures and guidelines which involve equality and fairness, and consider the effect of business activities on others. (7,6)
  - 20 A striking worker standing at the entrance to a company, to voice their concerns to the management. (6)
  - 21 The lowest wage that can be paid. (7,4)
- Down**
- 2 Working variable hours and following working practices to meet the needs (8,7)
  - 3 Environmental damage, e.g. poor air contaminated water supply. (9)
  - 4 To sell off a nationalised industry. (7)
  - 5 Making further use of a product by reprocessing it - this means that less raw material and energy is used in manufacturing. (9)
  - 7 A positive effect on the community of a business decision or an industry. (6,7)
  - 8 An Act which established the right to equal pay for equal work. (5,3,3)
  - 13 An income level considered too low to be able to afford to live. (7,4)
  - 14 Using machinery to do work that was previously done by people. (10)
  - 15 A social and economic system where the government interferes as little as possible with market forces. (10)
  - 17 Current shared views, habits or behaviour. (6)

Crossword - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss Real.com

Address C:\Literacy in Business Studies\Web Pages\Retailing3.html

### Retailing - 3

Check

Well done! All correct!

**Across**

- 1 Trying to increase market share by reducing prices. (11,7)
- 3 The conditions of a credit agreement. (6,5)
- 4 Lower pricing during a promotion, in order to maximise sales. (11,7)
- 7 The promotion of goods at the point of sale, especially in retailing. It also means selling or giving away products such as...

**Down**

- 1 Calculating the price of an object by adding a percentage mark-up to the cost price. (4-4,7)
- 2 A retailer who is not tied to a particular company's products - they can sell what they want. (11,5)
- 5 A form of credit which involves regular monthly payments, usually at a high interest rate.

Applet CCWORD started

My Computer

The check button provides immediate feedback to the user by removing all letters and words which have been incorrectly entered. Each user can also print off a copy of their completed crossword (already checked and verified) from within the browser.



## ORDER FORM



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	LBSPR	<b>Literacy In Business Studies (14-18) PHOTOCOPY MASTERS (200 pages).</b>		£47.00 *^	£47.00 *^	
	LBSPRS	<b>PHOTOCOPY MASTERS (200 pages) - you must also order, or have previously ordered, item LBSCD to obtain this low price!</b>		£20.00 *	£20.00 *	
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