

# Literacy strategies in Business Studies

Slides from  
EBE seminar, March 11, 2016  
Dr Trish Weekes  
trish@literacyworks.com.au  
0412198270

Literacy Works subject wise literacy

## Agenda

- Reading case studies and making notes
- Building business vocabulary
- Writing for assessment tasks

Literacy Works subject wise literacy

## Reading case studies and making notes

**What usually happens...**  
students read around the class  
teacher asks questions  
students answer questions

Literacy Works subject wise literacy

## Reading case studies and making notes

```
graph TD; RP[reading purpose] --- CPAT[context, purpose and audience of text]; CPAT --- GOI[graphic organiser for ideas]; CR[closed reading symbols] --- S[scan]; S --- SK[skim]; RTO[read to / dictogloss] --- J[jigsaw]; J --- HH[here, hidden, head]; RP --- CR; CR --- RTO; GOI --- SK; SK --- J; SK --- HH;
```

Literacy Works subject wise literacy

## Reading case studies and making notes

**What is the background for this text?**

who wrote it?

why?

what was their purpose?  
who is their audience?  
what are they trying to achieve?

will this suit my purpose?  
(see over)

reading purpose

context, purpose and audience of text

**What am I going to do with this text?**

to apply business theory to a case study? (what theory exactly?)

to learn about business theory? (what exactly?)

to find new terminology we have been using?

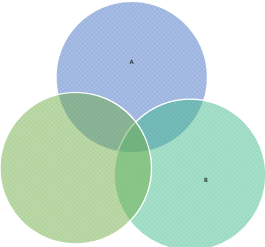
to do research for an assignment and find.... (what exactly?)

**Literacy Works** subject wise literacy

## Reading case studies and making notes

Name of business	What it does	Type of influence	Effect on the business

graphic organiser for ideas



A

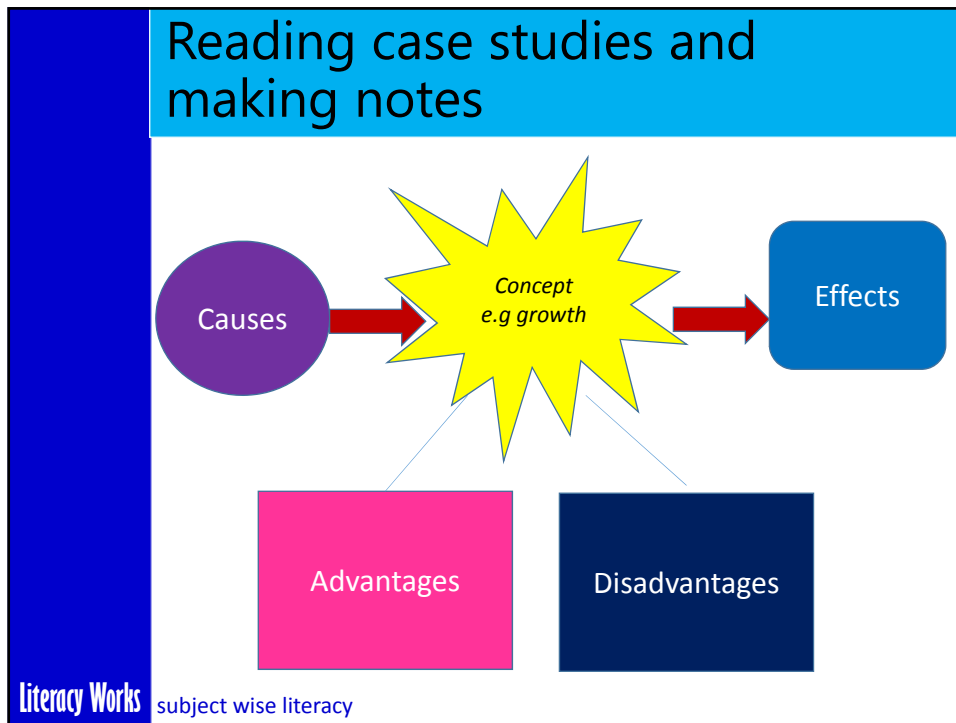
→

B

→

C

**Literacy Works** subject wise literacy



## Reading case studies and making notes

scan	Look at the entire text first Look at the headings How long is it? Does it have pictures? Does it suit my purpose? Which bits should I read?
skim	Read a section of text to search for key words (related to the topic or key words). Highlight key words. Circle sections that will need to be read in detail later. COLUMN 1: words related to <b>environment</b>

Literacy Works subject wise literacy

## Reading case studies and making notes

close reading symbols

\$	profits,
$\pi$	revenue, costs
*	important
?	I don't understand
—	key word
○	business term

Literacy Works subject wise literacy

## Reading case studies and making notes

read to / dictogloss


read a short text at normal speed

students work in pairs or groups to reconstruct the text you have read to them

then read the short text again so students can continue to build their text or check their work

Literacy Works subject wise literacy


## Reading case studies and making notes



**jigsaw**

Divide a long text into sections. Give each group one part to read. The group agrees on the most important points.

The group splits up and new groups are formed. Each student shares the group findings with other students.

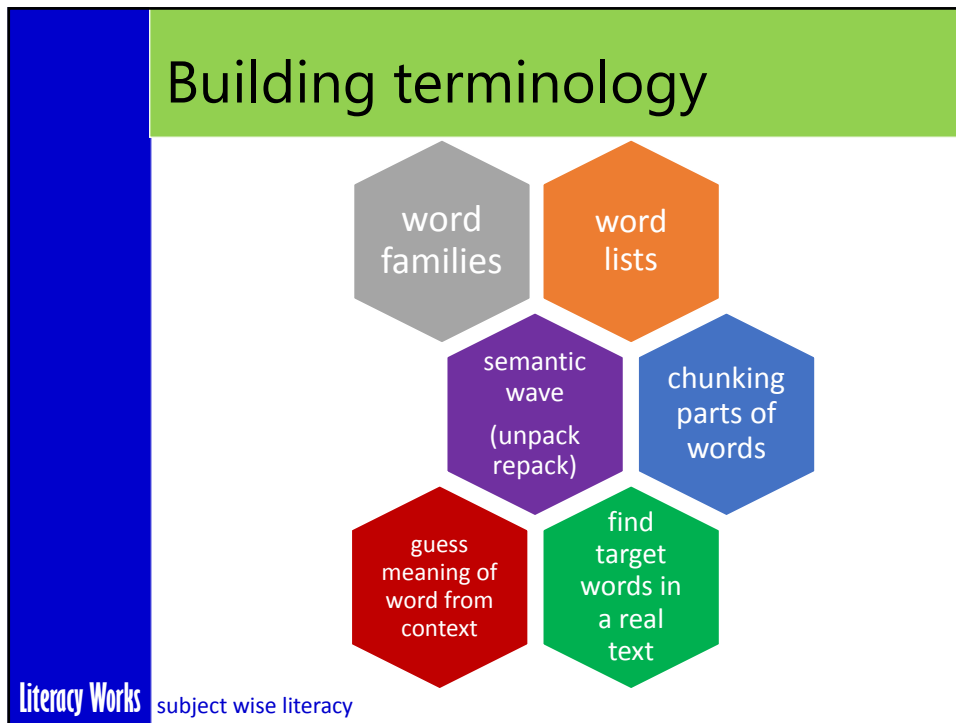


Literacy Works subject wise literacy

## Building terminology

**What usually happens...**  
teachers tells  
students read  
match words and meanings  
cloze

Literacy Works subject wise literacy



## Building terminology

word families

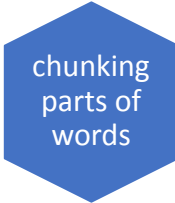
word lists

expand	
	expansion, expanding, expanded
synonyms (similar)	grow, growth, enlarge, improve, improvement, develop, development, advance
antonyms (opposite)	reduce, fail, collapse, close, cessation, default

process (verb)	thing (noun)
produce	production
manufacture	manufacturing
construct	construction

Literacy Works subject wise literacy

## Building terminology



chunking  
parts of  
words


competitive	
compet	itive
meaning	word class
to strive against others	turns the word into a describer (adjective)

expenditure		
ex	pend	iture
meaning	meaning	word class
out (or without)	(from Latin <i>pendere</i> – to weigh; <i>expendere</i> to pay out)	turns the word into a thing


liquidity	
liquid	ity
meaning	word class
like water	turns the word into a thing


subject wise literacy

## Building terminology



guess  
meaning of  
word from  
context




find  
target  
words in  
a real  
text

*who gets a royalty?*  
*why would an inventor get something?*

The company bought the Trolley Bags concept from its inventor, Paul Doyle, who now receives a **royalty**. In the UK, where a national plastic bag **levy** was introduced in October, sales have increased by 1000 per cent in a matter of weeks.

*what words come before it? what kind of levy is it?*  
*national plastic bag*

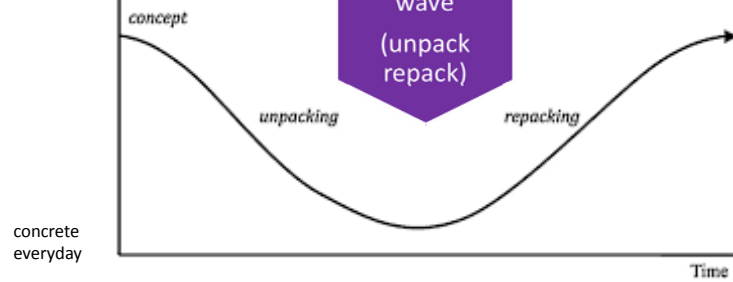
*what happened after the levy was introduced? why would people want to buy more trolley bags?*


subject wise literacy



## Building terminology

technical  
abstract



concrete  
everyday

A levy means a tax or a fine, usually set by the government.

The UK government charges a fee of 5 pence, like 5 cents, for every bag and the money goes to the government. So customers must pay for every bag.

So customers must pay a plastic bag levy. What levies do we have in Australia?

Literacy Works subject wise literacy

## Writing

### What usually happens...

teacher talks about what to write  
students write

or

teacher reads through assessment notice sheet  
and talks about it  
students write

Literacy Works subject wise literacy

## Purposes for writing in business

Purposes for writing	Task words	Sample question	
explaining	how why explain give reasons causes impacts effects outline a strategy to ...	How can employee rewards be used to improve business performance? Use an example of a specific reward to support your answer.	See pages 9-43
evaluating	evaluate justify assess the importance outline strengths outline the pros and cons discuss ... compared with ...	Evaluate the decision to adopt a niche market approach.	See pages 44-48
recommending	recommend advise your client...	Recommend a source of finance for the factory expansion.	See pages 49-57

Literacy Works subject wise literacy

### Task:

Use the stimulus material below to complete the tasks that follow.

Scenario: The NSW government has set the growth and support of businesses in NSW as one of its priorities for this year. As a result of this initiative, the NSW Department of State and Regional Development has commissioned you to write a report on contemporary issues facing businesses in Australia and the impact of these on business opportunities in NSW.

#### 1. Create a media file – 10 marks

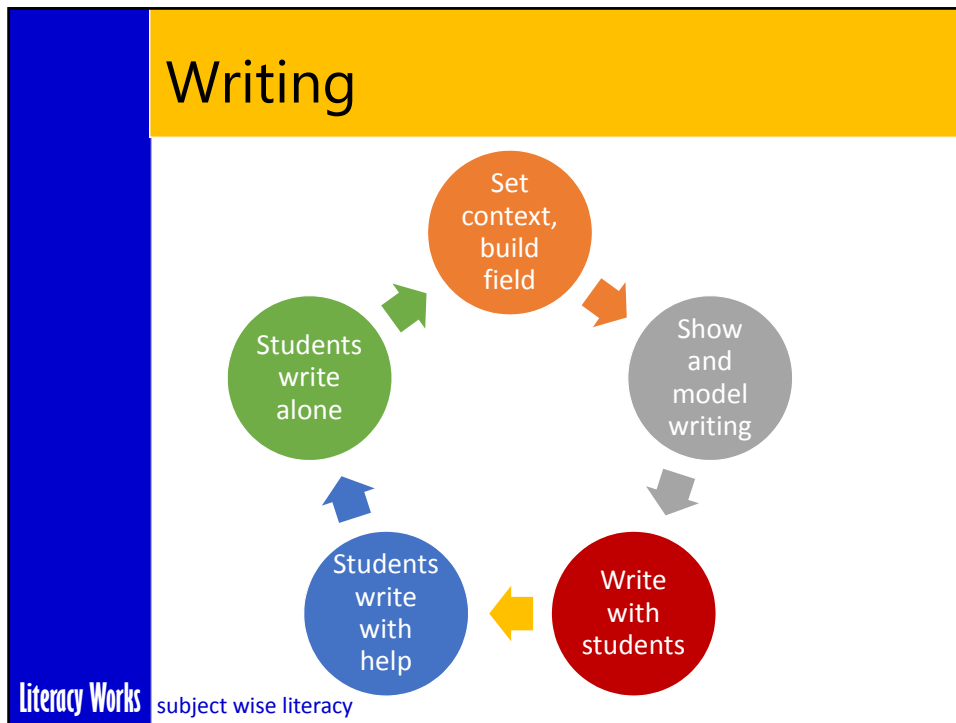
- This file must contain 10 current articles collected from a range of sources such as newspapers, magazines, television, radio or the internet; each article must be about a different business and address contemporary issues facing businesses in Australia.
- For each article summarise the key business issue/s to demonstrate your understanding of contemporary business issues.
- Each article must be referenced appropriately – source and date.

#### 2. Write a business report – 20 marks

Using the issues identified in your articles write a business report of no more than 1,000 words for the NSW Department of State and Regional Development that answers the following:

***Explain how internal and external influences may impact on business opportunities in NSW.***

Literacy Works subject wise literacy



## PEEL paragraph structure

**P** POINT  
Make a point related to business theory. Preview the rest of the paragraph. There should be no examples here.

**E** EXPLAIN  
Explain what the point means. Elaborate (tell us more). Use cause and effect language to explain.

**E** EXAMPLE  
Use a case study to apply the point. Explain what the case study company has done in relation to the point. Elaborate. Tell us more.

**L** LINK  
Link the point to revenue, costs and profits. Link to the assignment question or instruction.

Literacy Works subject wise literacy

# Write with students

**NOTES**

*Case study: Trolley bags*

*Who are they? sell reusable bags for a shopping trolley*

*Environmental influences*

*External influence*

*How did it impact? provided a market opportunity*

**P**

POINT

External influences such as environmental influences can provide market opportunities for businesses. As consumers become more environmentally aware, new needs emerge in the market. Savvy businesses can provide products that fill these needs and build a successful business.

**E**

EXPLAIN

**E**

EXAMPLE

For example, Trolley Bags sells reusable shopping bags that fit inside a shopping trolley. They have been very successful in the UK where the government has put a levy on plastic shopping bags. By taking advantage of environmental influences, Trolley Bags is an example of a NSW business that is exploiting market opportunities for business success.

**L**

LINK

Literacy Works subject wise literacy

## Writing for success in business studies

Student book



Literacy Works

Trish Weekes PhD

Literacy Works subject wise literacy