



GENERAL BUSINESS EDUCATION

Student Textbook Grade 11

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Introduction

Since 1991, Ethiopia has chosen free market economic system as a strategy to social and economic development. Following the adoption of free market oriented economic policy, the new investment policy and economic liberalization measures were enacted to create conducive environment for private investment by local and foreign investors. As a consequence, new private enterprises came into being in various areas with huge amount of capital. New business organizations in the construction, mining, food processing, banking and insurance, floriculture, exporting, etc sectors can be cited as examples for the growth of private investment in the country signifying its contribution towards socio economic development.

Free market economy, nevertheless, presupposes the availability of knowledgeable, skilled and innovative manpower needed by the various economic sectors- agriculture, industry, service and commerce. Skilled labor force plays a critical role in economic and social development. The capacity of producing skilled labor entails putting in place a good training program that enables the people especially the youth to acquire the skill required by the labor market.

To that effect, general business education is included in general education program to be offered at grade eleven and twelve level in preparatory schools. General business education not only serves the purpose of fostering understanding of how business operates in a particular economic system but also contributes towards making the youth be active members of the society.

General business education, as the title suggests, is general and basic. It is a course with an educational intent of providing basic business knowledge that fosters understanding and ability needed to get along well in business. It is to this purpose that this course material is prepared.

The textbook is organized in four chapters in a manner to maintain the logical

vertical relationship of the topics. In the first unit, the general nature of business will be presented followed by forms of business enterprises in unit two. In unit three, the way business enterprises are financed and the various sources of finance are discussed. Unit four presents production and production related concepts.

An introduction to each topic is provided at the beginning of each unit followed by specific objectives to be attained after completing each unit. In the content of each unit, activities to be done by you are included so that you can integrate what you have read with what is real in the world of work. Do not hesitate to do them. At the end of each unit, self-assessment questions are provided to assist you and check your progress in understanding the topics. Try to answer them by your own and refer to the content to check for your answer later.

Objectives

Upon the completion of this course, you will be able to:

- acquire knowledge that enables students to make better use of the goods and services of businesses;
- analyze business as a major economic segment in the society;
- acquire prerequisite knowledge and skills as a foundation for further studies in colleges and universities;
- distinguish between the various business environments thereby rendering them intelligent services that are available in the country;