25SCHOOLS

FREE LEARNING NOTES FOR ZAMBIA

FORM 1 · TERM 3

Information and Communication Technology

ICT in Business

Lesson notes for learners · Competence-Based Curriculum

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Imagine you start a small business selling snacks at school. How could digital tools help you manage your money, attract more customers and keep track of your stock. In this note you learn how businesses use ICT for communication, money, records, marketing, customer service and protection, and what benefits and risks it brings.

AFTER THESE NOTES YOU SHOULD BE ABLE TO

- Name common ICT tools used in business
- Describe how ICT helps with communication, money, records, marketing and customer service
- Explain how ICT protects a business
- Give examples of ICT applications in business
- State the benefits, risks and challenges of ICT in business

KEY WORDS

ICT	Information and Communication Technology, used to make business operations faster, easier and more efficient
entrepreneurship	starting and running a business
mobile money	a way to pay and receive money using a phone, for example Airtel Money or MTN MoMo
record-keeping	storing business records on a computer or in the cloud so they are easy to search, update and protect
CRM system	a Customer Relationship Management system, a tool that helps a business manage its customers
cyber security	protecting a business and its information from data breaches and other online risks

1 ICT tools in business

ICT is used to make business operations faster, easier and more efficient. Common ICT tools include computers, mobile phones, the Internet and software applications.

Businesses also use hardware such as laptops, tablets, printers, networking devices, servers and projectors. Software tools include Customer Relationship Management platforms, accounting software, project management tools and data analytics platforms.

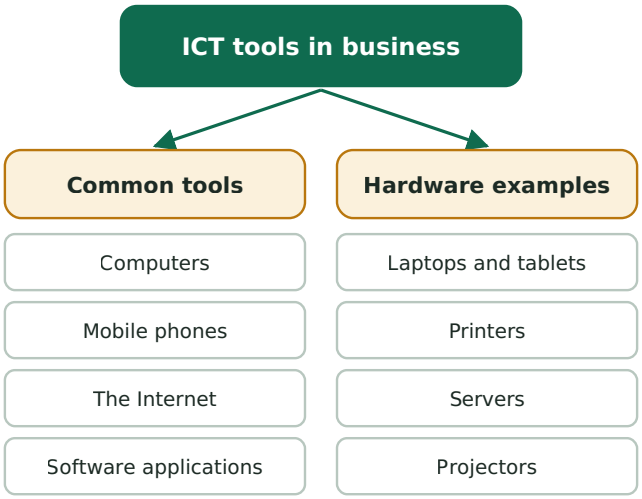


Figure 1. Common ICT tools used in business

2 How ICT helps a business

For communication, owners send emails, make calls or hold video meetings to talk to customers and workers. For money, they use mobile money such as Airtel Money and MTN MoMo, and software like Excel to record income and expenses.

For record-keeping, they store business records on a computer or in the cloud, where they are easy to search, update and protect. For marketing, they use social media such as Facebook and WhatsApp to promote products and reach more customers online. For customer service, they reply quickly by email or messaging apps and collect feedback with online forms.

Area	How ICT helps
Communication	Emails, calls and video meetings
Managing money	Mobile money and Excel for income and expenses
Record-keeping	Records stored on a computer or in the cloud
Marketing	Facebook and WhatsApp to reach more customers
Customer service	Quick replies and online feedback forms

Figure 2. Five ways ICT helps a business

3 Protecting the business and ICT applications

ICT also protects a business. Owners use CCTV, passwords and antivirus software. These prevent theft and protect information.

In financial management, businesses use spreadsheets or accounting software to manage budgets, record transactions and forecast revenue. In marketing, they run social media campaigns, email marketing and digital posters. In customer relations, they use CRM systems, online chat support and feedback forms.

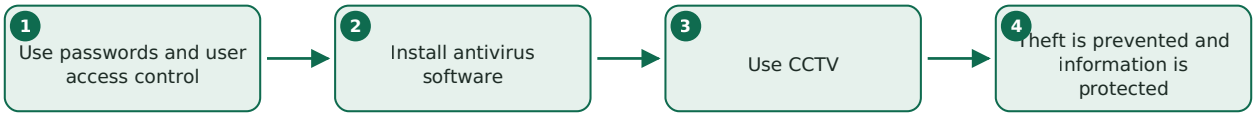


Figure 3. How ICT protects a business

4 Benefits, risks and challenges

ICT brings benefits. Communication and transactions are faster. Financial records are better. Digital marketing reaches more customers. Stock and inventory can be tracked efficiently, and digital reports support decisions based on data.

ICT also has risks and challenges. There are cyber security risks such as data breaches. The ICT tools and the internet cost money. Businesses may depend on technology, so when it is down, the business can stop.

Benefits	Risks and challenges
Faster communication and transactions	Cyber security risks such as data breaches
Better financial record-keeping	Cost of ICT tools and the Internet
More customers reached by digital marketing	Dependence on technology; downtime can stop the business
Efficient stock and inventory tracking	Data-driven decisions need good digital reports

Figure 4. Benefits and risks of ICT in business

TRY THIS

In groups, imagine you run a small snack business at school. Make a chart with four rows: communication, money, marketing and protection. For each row, write one ICT tool you would use and what it would do. Then interview a local business owner, or role-play one, and ask which ICT tool helps the most.

REMEMBER

- ICT is used to make business operations faster, easier and more efficient.
- Common ICT tools include computers, mobile phones, the Internet and software applications.
- ICT helps with communication, managing money, record-keeping, marketing and customer service.
- CCTV, passwords and antivirus software protect a business from theft and protect information.
- Benefits include faster transactions, better records, wider reach and efficient stock tracking.
- Risks include data breaches, the cost of ICT and dependence on technology.

? Check yourself

1. What does ICT stand for, and what is it used for in business.
2. Name four common ICT tools used in business.
3. Name two mobile money services and one software tool for recording income and expenses.
4. Name three ways ICT protects a business.
5. Give two benefits and two risks of ICT in business.
6. A shopkeeper near Feira wants to tell more people about her goods, take payments by phone and keep a record of what she sells each day. (a) Name a tool for promoting her goods. (b) Name a tool for taking payments. (c) Name a tool for recording daily sales.
7. A small business near Feira stores all its sales records on one computer. One day there is a power cut and the internet is down, and the owner worries about theft of information. (a) Name the risk shown by the power cut and the lost internet. (b) Name two tools that protect the information. (c) Say

ANSWERS

1. Information and Communication Technology. It is used to make business operations faster, easier and more efficient.
2. Computers, mobile phones, the Internet and software applications.
3. Airtel Money and MTN MoMo; Excel.
4. CCTV, passwords and antivirus software.
5. Benefits: any two of faster communication and transactions, better record-keeping, more customers reached and efficient stock tracking. Risks: any two of cyber security risks, cost of ICT tools and the Internet, and dependence on technology.
6. (a) Social media such as Facebook or WhatsApp. (b) Mobile money such as Airtel Money or MTN MoMo. (c) Excel or other software to record income and expenses.
7. (a) Dependence on technology, because downtime can stop the business. (b) Any two of passwords, antivirus software and CCTV. (c) Records in the cloud are easy to search, update and protect.

Written by 25Schools to follow the Form 1 Information and Communication Technology syllabus of the Zambian competence-based curriculum. Free for learners to read, download and share. More notes and quizzes at 25schools.com.