ICT in Business

Lesson plan and teacher's notes · Form 1 Information and Communication Technology · 1 period of 40 minutes

School	(write school name)	**Teacher**	(write name)
Date	(date)	**Class**	Form 1
Subject	Information and Communication Technology	**Enrolment**	Boys ___ Girls ___ Total ___
Time	40 minutes	**Topic**	ICT in Business

Learners 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, and weigh benefits against risks. Examples come from small shops, snack sellers and mobile money agents near Feira.

Specific outcomes

By the end of the lesson, learners should be able to:

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

Prior knowledge

- The Internet and online tools from the earlier lesson
- Mobile money and WhatsApp used by families
- Basic online safety rules

Teaching and learning materials

- chalk and board
- exercise books
- printed or written case studies
- paper receipts and cardboard computers for role-play if available
- questions for a business interview

References

Ministry of Education (CDC) Form 1 Information and Communication Technology syllabus and module; 25Schools learners' note: ICT in Business.

Lesson development

Stage and time	Teacher activities	Learner activities
Introduction 5 min	Ask learners to imagine they sell snacks at school. Ask what digital tools could help them manage money, attract customers and keep track of stock. Write the title and key words.	Suggest tools and copy the title and key words.
Development: tools and how ICT helps 10 min	Explain that ICT makes business operations faster, easier and more efficient. Name the common tools and use the table of five ways ICT helps: communication, money, records, marketing and customer service.	Copy the list of tools and the table of five ways.
Development: protection, benefits and risks 10 min	Explain how CCTV, passwords and antivirus software protect a business. Give the applications in finance, marketing and customer relations. Then compare benefits with risks and challenges using the table.	Copy the protection steps and the benefits and risks table.
Practice 10 min	Give the scenarios on shops and records. Let groups role-play a business owner using paper receipts and a cardboard computer, or interview an owner with prepared questions. Move around and check.	Work the scenarios in groups and carry out the role-play.
Conclusion 5 min	Ask each group to name one ICT tool, one benefit and one risk for a business. Set the homework.	Answer orally and copy the homework.

Teacher's content notes

Read these before the lesson. They are what you need to know, not what to copy onto the board.

ICT tools and how they help

ICT is used to make business operations faster, easier and more efficient. Common tools include computers, mobile phones, the Internet and software applications. ICT helps with communication through emails, calls and video meetings, with money through mobile money and Excel, with records stored on a computer or in the cloud, with marketing on Facebook and WhatsApp, and with customer service through quick replies and online forms.

Protection and applications

CCTV, passwords and antivirus software prevent theft and protect information. Businesses use spreadsheets or accounting software to manage budgets, record transactions and forecast revenue, run social media campaigns, email marketing and digital posters, and use CRM systems, online chat support and feedback forms.

Benefits, risks and challenges

Benefits are faster communication and transactions, better financial records, more customers reached by digital marketing and efficient stock tracking. Risks and challenges are cyber security risks such as data breaches, the cost of ICT tools and the Internet, and dependence on technology, since downtime can stop a business.

Questions to ask during the lesson

Question	Expected answer
A group near Feira lists a computer, a mobile phone, the Internet and software for a small shop. (a) Say what these are called. (b) Name one hardware tool a business may also use. (c) Say what ICT is used for in business.	(a) Common ICT tools. (b) Any one of laptops, tablets, printers, servers or projectors. (c) To make business operations faster, easier and more efficient.
Learners at a school in Luangwa see a baker use WhatsApp to reply to customers and an online form to collect feedback. (a) Say which area of customer service this shows. (b) Name one other use of WhatsApp for business. (c) Name one benefit of quick replies.	(a) Customer service. (b) Promoting products to reach more customers. (c) Better service and feedback.
A class near Feira is told that a trader keeps stock records on paper only, and a fire destroys them. (a) Name a place records can be stored instead. (b) Say why such records are easier to use. (c) Name one tool that protects them.	(a) On a computer or in the cloud. (b) They are easy to search, update and protect. (c) A password or antivirus software.

Worked examples for the board

Choosing ICT tools for a snack business

A learner sells snacks at school. She uses mobile money to take payments, Excel to record income and expenses, and WhatsApp to tell customers about new items. These tools help her manage money, keep records and market her snacks.

Weighing benefits and risks

A shop uses a computer to track stock, which is a benefit because stock tracking is efficient. The shop also knows that if the computer is down, work can stop, and that data breaches are a risk, so it uses passwords and antivirus software.

Board plan

Write the title and key words. Left: common ICT tools. Centre: the table of five ways ICT helps a business. Right: protection, then benefits and risks.

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

Five ways ICT helps a business

Mistakes to expect

Learners often think	Put it right
ICT in business means only computers.	Common ICT tools include computers, mobile phones, the Internet and software applications, and businesses also use hardware such as printers, servers and projectors.
ICT has no risks for a business.	ICT brings cyber security risks such as data breaches, costs money, and creates dependence on technology, so downtime can stop a business.
Records on paper are always safer than records on a computer.	Records stored on a computer or in the cloud are easy to search, update and protect, especially with passwords and antivirus software.

Differentiation

Learners who struggle

Give learners a two-column table headed tool and use with five tools from the note, and let them write one use beside each tool before they work the scenarios.

Learners who finish early

Ask learners who finish early to write two sentences on how a small shop near their home could use ICT, and one risk the owner should plan for.

Hearing or visual impairment

For learners with visual impairment, read the case studies aloud and let learners answer orally. For learners with hearing impairment, write the five areas and the benefits and risks on the board and use the tables.

No projector, no printing

If there are no computers, use cardboard computers and paper receipts for a role-play of a shop. Learners record sales on paper, act out a mobile money payment and discuss which records need protection.

If time is short

Skip the role-play or interview and work only the scenarios on tools and on benefits and risks; set the rest as homework.

Evaluation

Question or task	A correct answer shows
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.	(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.
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 how records stored in the cloud help.	(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.

Homework

A tailor at a market near Feira wants customers to send orders by WhatsApp, pay with mobile money and send quick replies. (a) Name one way ICT helps with communication. (b) Name one way ICT helps with money. (c) Name one risk she should plan for.

Extra practice with answers

Question	Answer
1. A shopkeeper near Feira wants to stop theft in her shop and protect the sales records on her computer. (a) Name a tool for watching the shop. (b) Name two tools for protecting the records. (c) Say what these tools prevent.	(a) CCTV. (b) Passwords and antivirus software. (c) Theft, and they protect information.
2. A small business at a market near Feira wants to reach more customers and answer them quickly. (a) Name two social media tools. (b) Name a tool for quick written replies. (c) Name one way to collect feedback.	(a) Facebook and WhatsApp. (b) Email or a messaging app. (c) An online form.
3. A learner at a school in Luangwa interviews a shopkeeper who says the internet costs a lot and goes down often. (a) Name the two challenges. (b) Say what dependence on technology means for a business. (c) Name one benefit that makes the cost worthwhile.	(a) The cost of ICT tools and the Internet, and downtime. (b) When the technology is down, the business can stop. (c) Any one of faster transactions, better records, more customers reached or efficient stock tracking.
4. A group near Feira studies a business that uses Excel to prepare a budget, record sales and forecast the next month. (a) Name the area of ICT application. (b) Name one other kind of software for this. (c) Say why records help the owner make decisions.	(a) Financial management. (b) Accounting software. (c) Digital reports support decisions based on data.

Answers to the learners' check-yourself questions

1. What does ICT stand for, and what is it used for in business.
   Information and Communication Technology. It is used to make business operations faster, easier and more efficient.
2. Name four common ICT tools used in business.
   Computers, mobile phones, the Internet and software applications.
3. Name two mobile money services and one software tool for recording income and expenses.
   Airtel Money and MTN MoMo; Excel.
4. Name three ways ICT protects a business.
   CCTV, passwords and antivirus software.
5. Give two benefits and two risks of ICT in business.
   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 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.
   (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 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
   (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.

Teacher's reflection

What went well:

What I will change next time:

Learners who need follow-up: