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Davion Leslie and Kathleen Singh  
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# Principles of Business for CSEC® Examinations

Davion Leslie and Kathleen Singh

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# Introduction

This book is designed for students preparing for the Caribbean Secondary Education Certificate (CSEC®) examination in Principles of Business (POB). Of the 11 chapters contained in the text, 10 are dedicated to covering the CSEC® syllabus while the other provides a comprehensive overview of the school-based assessment (SBA) component of the examination. All the chapters are written using accessible language and illustrated using clear examples drawn from across the Caribbean. Each chapter is divided into two or three sections that are designed to encourage reading and discussion whilst also being interesting and easy to read. Each section has its own summary and activities, which are of three different types:

- **Quick questions** – questions and items designed for the easy recall of basic facts introduced in the section.
- **Applying what you have learnt** – activities designed to make the student think more critically about the content.
- **Model examination questions** – questions similar to those that the student will encounter in the CSEC® examination.

Interspersed throughout the book are numerous opportunities for students to interact with the con-

tent in meaningful ways as they reflect on what they read. These opportunities are provided through *Think about it* and *Now it's your turn* boxes. These boxes supplement the numerous *end of section questions and activities*, which also encourage and facilitate reflection. In addition, the accompanying CD-ROM includes a bank of multiple-choice questions (with answers provided) that assess students' knowledge of the content they have met in the text. This CD-ROM is also an excellent source of practice for the CSEC® examination.

It is the authors' intention to present the concepts as simply as possible without losing their core meaning. Where possible or necessary, the order in which the topics appear in the Caribbean Examination Council (CXC®) syllabus has been followed in the book; however, deviations have been made in some instances to ensure that concepts develop coherently and that ideas connect logically.

Please note that prices quoted are in Jamaican dollars unless otherwise stated.

Davion Leslie and Kathleen Singh  
 January 2011