

Unit 1

Beliefs and Values about Business and Work

Introduction

Welcome to the first unit, which deals with myths, beliefs and values about work and business. We will explain different kinds of work, types of work that we have, as well as the fact that work creates dignity. This is a very important unit, because we are a nation of diverse cultures, habits and ways of doing things in the context of business.



Time

You can spend approximately 12 hours working through this unit. Don't worry if you spend less time, because the number of hours per unit is flexible. You might spend less time on shorter units and more time on longer units.




Note it


Throughout the unit, you will find links to the assignment. Click on the highlighted word (question) to access the links.

Before we move on, please take some time to study the objectives for this unit.

On successful completion of this unit, you will be able to:

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|  Outcomes | <ul style="list-style-type: none"> ▪ <i>identify</i> myths, beliefs and values about work and business; ▪ <i>summarise</i> opposing views about values and beliefs in business and work; ▪ <i>identify</i> and <i>explain</i> positive beliefs based on case studies and real life activities; ▪ <i>express</i> positive beliefs and values about work and business both verbally and practically; ▪ <i>explain</i> the meaning and dignity of work in terms of employment, type of work and the measurement of self-worth; ▪ <i>compare and contrast</i> different types of work with the aid of examples; ▪ <i>explain</i> the importance and value of work in terms of contributions provided by entrepreneurs, and the benefits received by the community and government. |
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We hope you have carefully studied the outcomes? The outcomes give you an indication of the basic competencies that you will gain by working diligently through this unit. Shown below is a list of key concepts that will be covered in the unit content.

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|  Terminology | Beliefs | Refer to attitudes and views of people with regard to certain matters |
| | Dignity | Respect or importance that a person gains from doing a job |
| | Goal | Refers to an aim that you plan and set to reach through hard work within a certain time |
| | Interview | When you ask questions to a specific person to get information on a particular issue |
| | Myths | Stories that are told and carried over from generation to generation and are believed to be true but are not |
| | Report | Written or verbal summary of information gathered through an interview or research |
| | Values | Refers to principles that a person holds. These may include honesty, integrity and hard work |
| | Work | An activity where we use our bodily (physical) or mental ability or both to produce a product or a service |

It's now time to work through the following sections which will help to explain the above-mentioned concepts and enable you to achieve the basic competencies given in the previously mentioned outcomes.

Section 1

What Is Meant By Beliefs And Values?

We live in a world of many different cultures. Each of these cultures has different beliefs and values. As entrepreneurs we need to be aware of these beliefs and values so as not to offend members of different cultures.

Examples of some beliefs are as follows:



Men can't be pre-primary teachers and women can't be truck drivers.

Sporting events cannot take place on Sundays.

Can you think of other examples of beliefs? Ask your parents or elderly people in your community to tell you stories and tales about interesting beliefs.

Entrepreneurship is about business. However, it also influences the individual as a human being. Entrepreneurial knowledge can help us to manage our personal and domestic finances as well as our community undertakings. It is a fact that every activity we engage in (do) should be based on business principles to be successful. The beliefs that influence us most are more directed towards our personal lives. However, there are business myths that also have an impact on our decisions.

Myths Beliefs and Values in Business

What do you think about the following Statements?

'The customer is always right.'

'Your cooking is good! Why don't you start a restaurant?'

'People will love my product. If I start a business, people will stream in to buy from me.'

These are typical examples of myths and beliefs in the business world. When we were young, our grandparents and parents used to tell us tales and stories. Although these stories were very interesting, not all of them were true. Myths are commonly held beliefs, which are not true but carried over from generation to generation.

Values on the other hand refer to principles that a person holds. So we can say that values in business are the beliefs that are really meaningful to a business. These may include honesty, integrity and hard work, customer care, etc. We will discuss these values in more detail in Unit 2 when we discuss business ethics.

Myths, beliefs and values have a strong influence on how we conduct ourselves. For example, let us consider the following statements about business beliefs and values:

'The customer is always right': Customers are not always right, but if a business values customer satisfaction, you'll strive to fulfil customer demands.

'Your cooking is good! Why don't you start a restaurant?' On the other hand, being able to cook does not mean that you are able to run a business successfully.

'People will love my product. If I start a business, people will stream in to buy from me': Self-confidence is good, but setting up a business based only on over-confidence without proper market research is looking for trouble.



Discussion 1



Tip

Spend round about 10 – 15 minutes on the following discussion.

1. Discuss with neighbours who have school age children the following statement:
"I will not send my child to pre-primary school if the teacher is a man."
Write down the responses you've received and comment on the ones that you thought were the most logical and practical. You can also discuss this using Internet sites such as Facebook and Twitter.

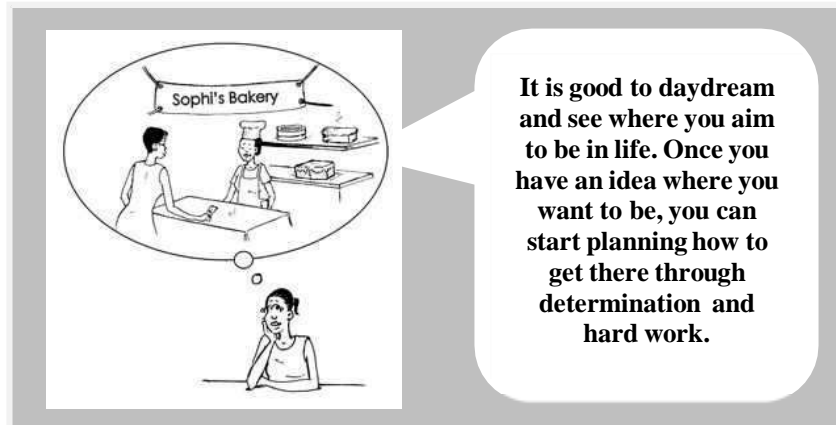
Think about the myth that certain jobs are traditionally reserved for either men or women.



Positive Beliefs and Values

A person with the right positive attitude towards his or her business is already a winner. An enthusiastic and confident person faces challenges much more easily and is almost sure to make a success of his or her business. Customers and other people with whom the positive entrepreneur deals, will also sense this positive attitude and have a positive view of the business. The person with a negative attitude and mindset is already on the losing side.

Positive beliefs should be complemented by positive thinking. We will deal with this in the next section.

Positive Thinking



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|  Discussion 2 | <p>Discuss with people around you what they see as positive and negative beliefs about business.</p> <p>After the discussion, tabulate at least three positive and three negative beliefs about business.</p> <p><i>Always respect the views of other people, even if you disagree with them. This way you will be able to learn new things in life, become respected and more informed. You may spend round about 10 – 15 minutes on this discussion.</i></p> |
|  Tip | |

It's now time to read the following case study . When you are done, take about 20 minutes to answer the questions.



Case Study 1

Selma has been a well-known medical doctor for the past ten years. A reporter asked her about her success story. This is what she told him:

“I grew up in a small village and when I was fourteen years old, my grandma became ill and had to be admitted to hospital in the nearest town. The hospital life caught my imagination and I started dreaming of becoming a doctor with a white jacket and a stethoscope around my neck!

When we returned home, I discussed this dream with my parents. My dad simply said that there was no money and a woman’s place is at home, caring for her family. My mom and I had several talks about it afterwards. She encouraged me to work hard in school and concentrate on science subjects and mathematics. I found myself a holiday- and weekend job to save money for further studies. However, this was not nearly enough. Through hard work and dedication, I obtained high marks and a scholarship at the end of Grade 12. My parents were very proud of me and my dad gave me his blessing. The rest, as they say, is history.”

1. Which myth is mentioned in the story?
2. What personality traits and skills helped Selma to reach her dream?
3. Where do you see yourself at the age of twenty five?
4. Which special skills and/or training do you think you need to achieve your dream?

Now take a few minutes and answer [Question 1](#) of the assignment to test your understanding. You can compare your answer with the feedback provided at the end of the unit.

I hope you now have a clear understanding of beliefs and values in business, which will help you to build positive values towards the different types of work people do. Let’s move on to the next section where we will discuss different types of work.

Section 2 **Types of Work**

*Do you work when you study? Do you work when you clean the house?
If you pack shelves at Checkers, are you working?*

In many cases, activities are only regarded as work when one is being paid in monetary value. Do you agree? Work through this section to find out whether this view about work is correct.

The following are some of the reasons why people do not want to work for themselves:

- They do not have confidence in themselves to make a success out of their own efforts.
- They are not willing to work hard.

People rather take the easy way out and work for someone else and become employees. Are you ready to define work now?

What Is Work?

We can define work in the following way:

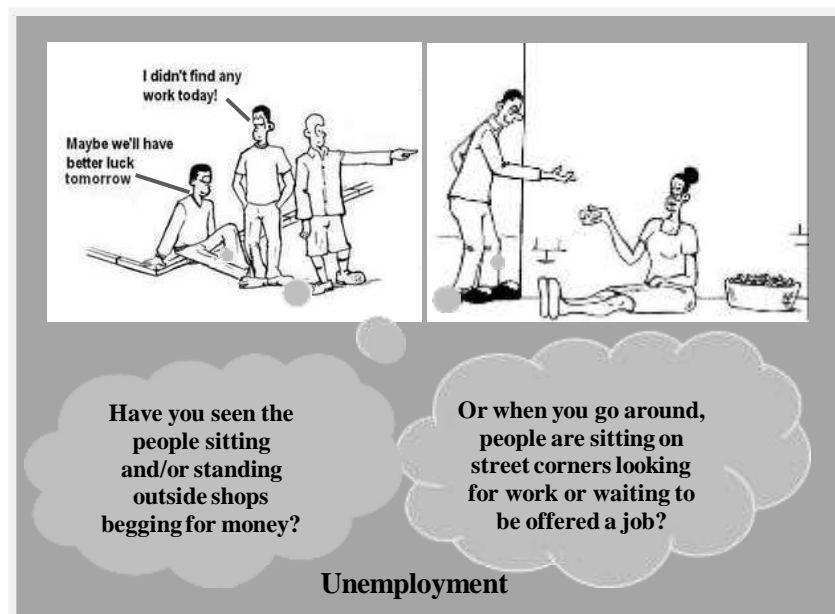
“An activity where we use our bodily (physical) or mental ability or both to produce a product or a service.”

Or

“Exert oneself by doing mental or physical work for a purpose or out of necessity”

Of course, you have to be committed when you work to make a success, but once you have the experience, it becomes easier to do the work. People do different types of work. We'll discuss different types of work later in the section.

Not everyone who can work has a job.



Why is it difficult to find work?



Do you know which specific skills are needed for different jobs? Are the skills needed to become a doctor the same as those needed to become a motor mechanic or a domestic worker? Definitely not. In some cases, you do not even have to have a special skill. Can you think of an example of such a job for which you do not need a special skill?


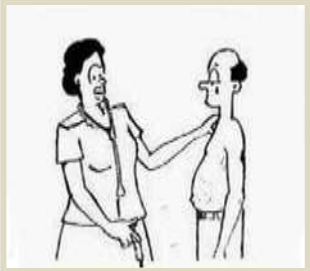

When you look for work to become employed or think about becoming self-employed, you will realise that you should have different skills.

Some people do not have the skills to do a specific job while others are not even trained or have any qualification to be employed on a full-time basis. Let's take a look at skilled and unskilled work.

Skilled and Unskilled Work

A **skilled worker** is any worker who has some special skills, knowledge (usually acquired) and ability for his or her job. A skilled worker may have attended a college, university or technical school. A skilled worker may also have learned his or her skills on the job (in-service training), e.g., lawyers, doctors, nurses etc.

Unskilled work does not require any formal training. Usually, a worker acquires these skills by repeating the action until he or she acquires the skills. Examples of unskilled work are collecting firewood, work as a labourer to mix cement, digging holes to lay pipes, etc. Can you think about more examples of unskilled work?

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|  <p>Reflection</p> | <p>Look at the pictures below and distinguish between skilled and unskilled workers.</p> <div style="display: flex; justify-content: space-around;">   </div> |
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The difference between skilled and unskilled work clearly show that people do different types of work in different organisations. We will discuss this next.

Types of Work

Skilled and unskilled workers can work for the government, for the private sector or for themselves. Let us distinguish between these three groups.

Working for Government (Public Sector)

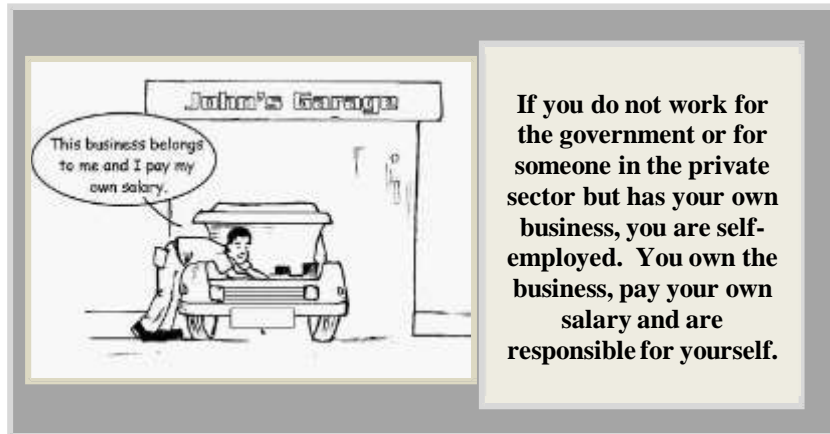
The public sector consists of businesses owned and controlled by the government e.g., state hospital. Nurses and doctors that work in state hospitals are called civil servants because they work for the government and receive salaries at the end of each month.

Do you know anyone who works for the government? Other examples of civil servants are prosecutors and teachers.

Working in the Private Sector

The opposite of working for the government or being a civil servant is to work in the private sector. Private sector businesses are owned by private individuals and not by the state. Here you can also work for someone else or be self-employed and have your own business. Examples of private sector businesses are restaurants, law firms and pharmacies. People who work for the government such as doctors and are

called civil servants. However, if the same doctors go and work in private practices, they are called private sector employees.



We will deal with different forms of self-employment later in Unit 2 and Unit 4. But before you go on, take a few minutes and do the following activity. You can spend around 30 minutes working through Practical Activity 1.



Practical Activity
1

Find pictures that illustrate different types or kinds of work.
Make use of pictures to differentiate between
Civil servants
Private sector workers
Self-employment

Now answer [questions 2 to 4](#) of the assignment before you continue with Section 3. You can compare your answers with the feedback provided at the end of the unit.

All countries have different beliefs about certain types of work. In the next section, we are going to deal with the dignity of work, as well as the contribution of businesses to the economy.

Section 3

Dignity Of Work

As a child, you might have dreamt about becoming a doctor, a teacher, a lawyer or even the president of your country. Very few dream about becoming a bricklayer or a plumber. We see doctors as highly paid, professional and rich people, while we see a bricklayer as poor. People see some types of work as inferior or below their standards. They regard highly skilled and semi-skilled work as more important than unskilled work.

What Is Meant By Dignity Of Work?

Do you think that people are unemployed just because they can't find work?

I know about people who will rather stay unemployed than do work which they think is below their dignity (standard).

This happens because people tend to measure the dignity (respect for/worthiness) of a person by the type of work that person does. This results in disrespect for people doing unskilled and semi-skilled jobs and high respect for skilled professional workers.

Dignity does not depend on what type of job a person does. Rather, it depends on the fact that the person has a job. Work gives a person dignity (self-worth), no matter what type of work he or she does. People not only work to make a living, but because they enjoy to work and get the satisfaction of being of service to other people.

**Reflection**

Do you know of:

- rich people who do not have to work but are still working, because they get satisfaction from what they do?
- people who work in a community without being paid, because they love what they do and they get satisfaction from providing these services to others?
- people who are successful getting jobs but refuse to take up the job, because they believe the salary is too low or the job is below their dignity?

We should always treat people with dignity (respect), irrespective of their stand or status in life or the type of work they do.

So far, we have been dealing with beliefs and values in general. However, there are also some common beliefs more specifically related to business. In the next section, we will look at examples of beliefs in businesses, identify positive business values and try to apply such positive beliefs to our own lives.

Entrepreneurs believe that success comes with:

- the investigation of the market to identify needs and recognise opportunities;
- the ability to interpret and analyse changes in the business environment and adapt business practices to keep up with the changes;
- hard work, dedication and determination — anything is possible if they work hard enough;
- innovativeness — taking up challenges and opportunities in an innovative way (have original ideas); and
- taking responsibility and practising self-discipline.

In region like ours, we need people who can identify needs/business opportunities and find solutions to satisfy those needs through innovative and creative measures.

So far, we have learned that all work creates dignity. When we work, we receive rewards. Such rewards can be in the form of money or satisfaction. Let's take a look at rewards that work can bring.

Rewards When We Work

People work for money. The money that a person receives helps him or her to satisfy his or her basic needs and sometimes to increase his or her standard of living and wealth. Highly skilled people are normally paid higher salaries than semi-skilled and unskilled workers.

Some people work for money whilst others work voluntarily (not getting paid). For example: If you take part in a cleaning operation or assist at an old age home in your free time, you might not be paid in money. Voluntary workers get their rewards by making a difference in the lives of others.



Remember, wealth is not only measured in terms of money. It can also be measured in terms of good health, happiness and fulfilment.

Successful family

Now answer [questions 5 to 6](#) of the assignment before you continue with Section 3. You can compare your answers with the feedback provided at the end of the unit.

Everybody who works, including entrepreneurs and voluntary workers contribute to the economy and social development of a country. In the next section you will learn more about the value and importance of the contribution of any type of work in a country.

Value and Importance of Work

Think about the business environment you live in and then look at the pictures below. These are common pictures on the sidewalks in many developing countries. Spend about 20 minutes doing this and answering the questions in Case Study 2.



Case Study 2

Look at the following pictures and answer the questions that follow.



Entrepreneurial ventures



1. What business activities are being practised here?
2. How do they contribute to the finances of a community to survive?
3. Name other examples of business activities that you may find in such a community.
4. Why do people here have such businesses?

Small and Medium Enterprises (SMEs) play a large role in the economy of a country. We will look at the contribution they make under three headings: the entrepreneur, the community and the government.

- *Entrepreneurs*
Self-employment provides employment as well as income to the entrepreneur. It allows him or her to satisfy his or her needs and wants and those of his or her family.

- *Community*
The entrepreneur however not only provides employment to him or herself, but also to other people in the community. This in turn provides much needed income. This income improves a person's standard of living and alleviates poverty in the community. Entrepreneurs also invest in the community through sponsorships given to schools, hospitals, etc.
- *The government*
As the entrepreneur's income increases over time, he or she starts to pay tax to the government. The income tax the government receives is used to increase services provided to the population.

Entrepreneurship not only provides work, but also enables a person to contribute to society and in this way increases his or her self-esteem.


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|  <p>Discussion 3</p>  <p>Tip</p> | <p>Pick a person with whom you can debate about entrepreneurs who make a difference in the economy versus entrepreneurs who do not make a difference to the economy.</p> <p><i>Don't spend too much time on the discussion. 10 to 15 minutes will be enough.</i></p> |
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There are different ways through which a person can become an entrepreneur. The local authorities in many countries assist SMEs through grants.



For example, in Windhoek and other towns, we have places like the market / centre where people can do business.

Read the story below to get an idea of the types of business people do at such centres.

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|  <p>Reading</p> | <p style="text-align: center;">The Story of Ivan</p> <p>Ivan started working for a plumbing business when he was nineteen years old after he completed the course. Ivan had a skill for plumbing and was very practical. As such, he became very good in this trade within a very short period of time. His employer told him that the business is tough when you go on your own, because he did not want to lose Jason. He also told Jason that plumbers did not get rich if they were employed by the government or were self-employed. Ivan, however, made careful observations and started to put together his plans to leave the job and go on his own. He saved money and bought his own equipment and a small pickup. He applied at the Municipality for a stand in the Incubation Centre. He had to work hard at the beginning and nearly gave up, but he now employs three assistants, one of whom is managing the office. He now owns another pickup, because the workload has increased since he has also won government tenders.</p> |
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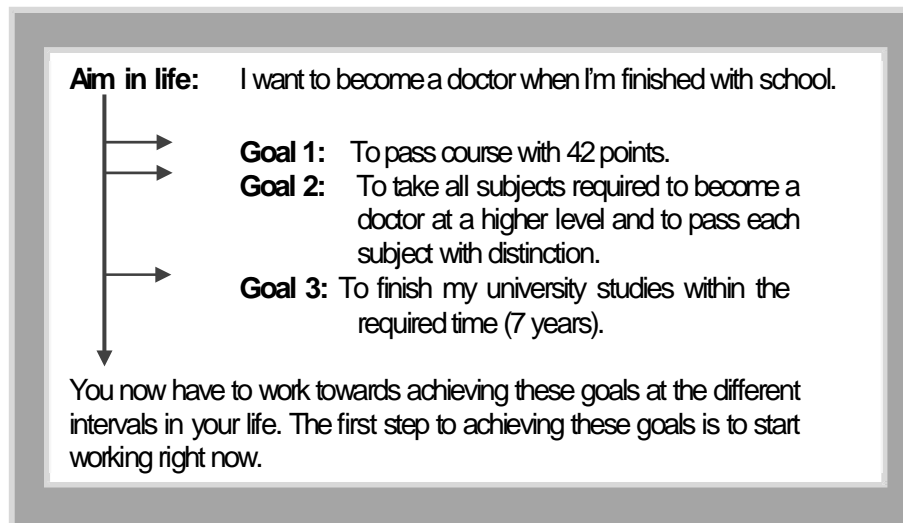
The story about Ivan doing business at the incubation centre is but one of many that we find in and around our communities. So far, we have learned that all work has dignity and also briefly looked at the contribution entrepreneurs make to the economy of a country.

In the next part, we are going to look at positive approaches and activities that will make us successful. When a person wants to set up a business, he or she first needs to think about how to go about it. In other words, he or she has to plan what needs to be done. This normally starts with setting goals and then working towards achieving these goals.

Setting Goals for Yourself

To achieve something in life involves setting goals for one's self. However achieving the goals does not stop with the setting of goals. The next step is to decide what you need to do to achieve these goals.

For example:



Just as you need to set goals in your personal life, the entrepreneur also has to set goals for his or her business.

Setting goals involves making decisions about the aims and objectives that you want to achieve in your business. Remember, you have to be clear about what you want to achieve.

Let us look at the following examples of a goal set by two businesses:

Business A's goal: to make a net profit of 40 %.

Business B's goal: to make a profit.

Which of these two businesses' goal is clear and which is vague?

Think positively and make your goal something worth working for, but remember it should be realistic and achievable. We will discuss goal setting in more detail in a later unit.

Now answer [Question 7](#) of the assignment before you continue with Section 3. You can compare your answer with the feedback provided at the end of the unit.

Setting goals give you guidelines to work with. These will help you to have a positive attitude towards your work.

Having a Positive Attitude towards Work

Sometimes we find it difficult to do our work, and even when we do it, we don't pay enough attention to what we do. This happens, especially when we experience some difficulty in what we are supposed to do, either because we don't have enough time or we don't know what to do or because of distractions. Many times, you just want to give up and not do anything or you keep on postponing doing the work. If you, however, approach your work with a positive attitude you will overcome all these obstacles.



Reflection

Take a few minutes to read the following scenarios.

1. You have to do an interview with a business person and write a report. You have a week to finish the assignment: You decide, "No! I won't do it today. I'll see how I feel tomorrow". The evening before the report is due, you quickly write up a report as if you have done the interview. Do you have a positive attitude towards your work?
2. You've set up your own business, but you decide to stay on at your current job until you are sure that the business will work. You have to divide your time between the business and your job. Due to the pressure from both sides, you either open up the business late or you come late at work. Your friend suggests that you should stay away from your job when you have to be at the business. Would you follow his advice?

Now, spend about 20 minutes answering the questions in Case Study 3 before continuing with the rest of this section.



Case Study 3

Read through the following case study and answer the questions.

John has a friend called Albertina. She always tells John, who is a business person that he is wasting his time and that his business will not be successful. She tells him this because of the problems she sees him experiencing in his business. She sees that he is working long hours, that he does not have a vehicle and that he is neglecting his family and friends.

John tells her that he has set goals for himself and his business in order to become successful. John says that he has to work hard in the beginning and will spend more time with his family and friends once his business is running successfully. John explains that all the profits must be ploughed back into the business to make it strong. This will enable the business to be in existence for a long time and provide opportunities for him and his family.

Questions

1. What positive beliefs does John have that will make him successful?
2. Do you think Albertina will be a successful business person? Give two reasons for your answer.

When doing business we are faced with many challenges. Ignoring these challenges leads to failure. Tackling these challenges with a positive attitude (calmly and objectively) will enable you to overcome them with solutions. It is not always possible to solve all your challenges at the same time. To decide which challenges are more important, you should measure them against the goals. If the entrepreneur is goal-directed and determined to be successful he or she will come up with solutions to overcome challenges in innovative ways.

Let's look at another case study example. You can spend about 20 minutes answering the questions in Case Study 4 before you continue with the rest of this section.



Case Study 4

1. Look at the following drawings and answer the questions that follow.



What will you suggest to the owner of this business to improve the situation?

Remember the following before you answer the questions:

- *You know that getting angry about a small problem will not benefit your business. It will influence your work and the way you deal with other people.*
- *What steps would you take in each instance? Remember that you have control over your reactions, your attitude and your productivity.*

2.



If you are the supervisor of the official shown in the picture, how will you deal with this official to avoid something like this from happening?

Could you do this activity? Please put in some time and effort to do your activities well, before looking at the feedback at the end of the unit.

To learn more about the beliefs and values in business discussed throughout this unit requires that you interact with business people to learn from their experiences. The next section provides you with guidelines to conduct interviews, which will enable you to communicate with businesses in your community.

Guidelines for Interviewing Successful Business People and Writing Reports

Interviews with business persons, workers, friends and family can give us valuable views and information. In this section, we are going to deal with interviews as a tool for gathering information.

How to Prepare For Interviews

Before the interview

- **Make an appointment:** Remember the first thing you need to do is to make an appointment with the person and not just go there. Entrepreneurs are busy people so you need to make the appointment well in advance.
- **Since we would like to have a written report afterwards, you must make sure that you have everything that you need, such as a book or some paper to make notes, your questionnaire, a pen, equipment such as a voice recorder if needed, etc.**
- **Prepare the questionnaire:** Formulate the questions that you would like to ask the business person beforehand. The following are examples of questions that you can ask the person.

You can ask him or her:

- ▣ to describe his or her business
- ▣ when and how it started
- ▣ what the aims of the business are
- ▣ what challenges the entrepreneur had to deal with as the business grew
- ▣ what beliefs and values he or she has and how they impact on his or her business and business in region in general
- ▣ what made the business a success, and
- ▣ whether there are things he or she would do differently if he or she could start again

Make sure that your questions are clear and straightforward so that the person understands exactly what you expect him or her to tell you. Do not ask unnecessary questions. You can practise these questions beforehand on a friend to make sure they will work.

During the interview

Greet the person friendly and respectfully and introduce yourself to him or her. You may want to give a brief introduction on the purpose of the interview before you start asking questions. Make sure to take notes or fill in the answers on the questionnaire as the person answers your questions. After the interview, you will use the notes to write up report.

You now have all the information on how to do an interview. Are you ready to do your first interview?



Tip

Always be honest with yourself by acknowledging your mistakes so that you will be able to improve your methods.

Good luck with the following activities. They will not only test how well you have done your interviews, but will also enable you to recognise negative attitudes and challenges that business people may have to face.

You can spend approximately 2 hours to complete practical activities 2 and 3.



Practical Activity 2

Arrange an interview with two or more persons in business to find out what type of negative attitudes they experience with their workers and write down their responses to the following questions.

1. What were the challenges or negative attitudes that these businesses identified?
2. Did they deny the existence of challenges or negative attitudes?
3. Compare how they dealt with the challenges or negative attitudes.
4. Who demonstrated the characteristics of a good worker? Give reasons for your answer.



Practical Activity 3

Make an appointment to spend an hour with a business person in your community. The business person you choose may have any kind of business: he or she may make food, run a bed-and-breakfast hotel or inn, drive a taxi, or paint houses. The business person can be somebody who had to study before he or she could practise their chosen career, such as a dentist, doctor or writer.

Before you visit the business person you have identified, give some thought to the questions that you will ask.

The following are possible questions that you can ask:

1. How does this person keep a positive attitude to his or her work?
2. How does this person approach challenges of negative attitudes at work?
3. Can this person give an example of a challenge that nearly made him or her give up?
4. What made this person stay in the business? Use adjectives to describe him or her, e.g., how good his or her business characteristics are.



Tip

Business people are busy and it shows that you respect their work if you make an appointment in advance.

You should now have a clear understanding of the entrepreneurial traits needed to successfully operate in different cultural environments. Let's summarise what we have discussed in this unit.

Unit summary



Summary


In this unit you learned that:

- different cultures and communities have different beliefs and values, not only regarding their personal lives but also about business;
- work has never killed anyone and we have to work hard to be successful;
- people are employed, self employed or unemployed;
- different kinds of work are referred to as skilled and unskilled work;
- being skilled or unskilled forces us to do different kinds of work;
- different people do different kinds of work or are engaged in different types of businesses;
- when you work for the government, you are called a civil servant;
- if you work in the private sector, you are called a private sector employee;
- every region has the right to work;
- we should respect the work other people do, because they also contribute to the economy of the country.

Please put in some time and effort to answer the questions in the assignment if you haven't done it yet.

Assignment


The following questions are based on the content discussed in this unit. You should take about 20 minutes to answer the following questions.

| | |
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|  Assignment | <ol style="list-style-type: none"> 1. Differentiate between myths, beliefs and values in business. Return to course 2. Define the term work. 3. Distinguish between skilled and unskilled workers. 4. Explain the difference between the following and give one example of each: <ul style="list-style-type: none"> ▪ Civil servant ▪ Private sector employee ▪ Self-employment Return to course 5. What is meant by dignity of work? Return to course 6. List or name two rewards for work. Return to course 7. Why is it important to set goals when planning to set up a business? Return to course |
|--|---|

I hope you have done well in all the activities. You should now have a good understanding of this unit. You can compare your responses with the feedback provided below. If your responses are far off track, you should revise this unit.

The following is feedback to case studies and the assignment.

Feedback

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|  Assignment | <ol style="list-style-type: none"> 1. Myths are stories that are told and carried over from generation to generation and are in most cases not true. Beliefs refer to attitudes and views of people with regard to certain matters. Values refer to principles that people hold. These include honesty, integrity and hard work. 2. Work is any activity where we use our bodily (physical) or mental ability or both to produce a product or a service. 3. Skilled workers are workers who have received training to do specific kinds of work. Unskilled workers on the other hand, have no formal training in a specific kinds of work. 4. Civil servants work for the government, e.g., state advocates. Private sector employees work for people and businesses in the private sector e.g., shop assistants, mechanics and hairdressers. Self-employed people work for themselves, e.g., mechanics, plumbers and lawyers. 5. Dignity of work refers to the self-worth and the respect that a person earns from work, no matter what type of work he or she does. 6. Money and job satisfaction. 7. Goals give you guidelines that you can follow to complete what you want to do. |
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Case Studies

Case Study 1

1. A woman's place is at home caring for her family.
2. Hard work and dedication.
3. Own answer — refer to your future career choice here.
4. Own answer — based on career choice indicated in number 3.

Case Study 2

1. Picture 1: shows a man selling fish to a woman.
Picture 2: shows a woman selling barbequed food to earn an income.
Picture 3: shows a woman begging for money on a street corner.
2. The pictures clearly illustrate that people find alternative ways to earn an income to support themselves. This lifts the burden from a community to support the unemployed. It also provides employment opportunities for those who have been made unemployed.
3. Business activities might include street vendors selling fresh products and food to people, shebeens and other types of SMEs.
4. As the population of a country increases, many people move to urban areas to look for jobs, but there are not enough jobs to go around. They use their skills to make things or to provide services to a community. These products or services will generate income, allowing entrepreneurs to support themselves.

Case Study 3

The following are guidelines for possible answers:

1. According to Albertina, John is hard-working because he works long hours. John has also set goals and is willing to make sacrifices to become successful for himself, his family and the economy of the country. He is willing to plough back profits into his business and in doing so, takes calculated risks.
2. In my opinion, Albertina will not be a successful business person since she is not willing to work hard and take risks. This is evident from the criticism she gives about the way John operates his business.



Case Studies

Case Study 4

1. In your response, you should make suggestions to improve the unhygienic situation. For example, these suggestions could include: keep the business clean, cover the food, provide food to the customers in holders like bags, workers should wear gloves when touching the food and clean the shop instead of reading.
2. Your response should cover the fact that it is unethical to make private calls during work time while customers are waiting to be served. All of us are busy and do not have the time to stand in lines or queues for long periods. We cannot be productive if we waste taxpayer's money as in this instance. Training in customer care is also a good suggestion.

This brings us to the end of the Unit 1. I hope you have enjoyed it and that you have acquired the necessary skills to answer any questions about it. Let's now move on to Unit 2 where we will discuss the importance of ethics in business. In Unit 2, we will also continue our discussion on different types of work when we discuss different career opportunities in region.

Resources

The following are additional resources, which you can use for enrichment.

Internet-based resources

1. [Organisational culture](#)
2. [Top 7 Myths About Starting a Small Business](#)
3. [Unskilled, Semi-Skilled and Skilled Work – What Do These Terms Mean?](#)
4. [Skilled and Unskilled \[work\]](#)
5. [General guidelines for conducting interviews](#)
6. [Informational-Interview Questions for Entrepreneurs](#)