



Name: _____
 Class: _____

Student book questions

13A Rich task: Socially responsible business: The Body Shop

Pages 344–345

Skill drill: Creating a concept map

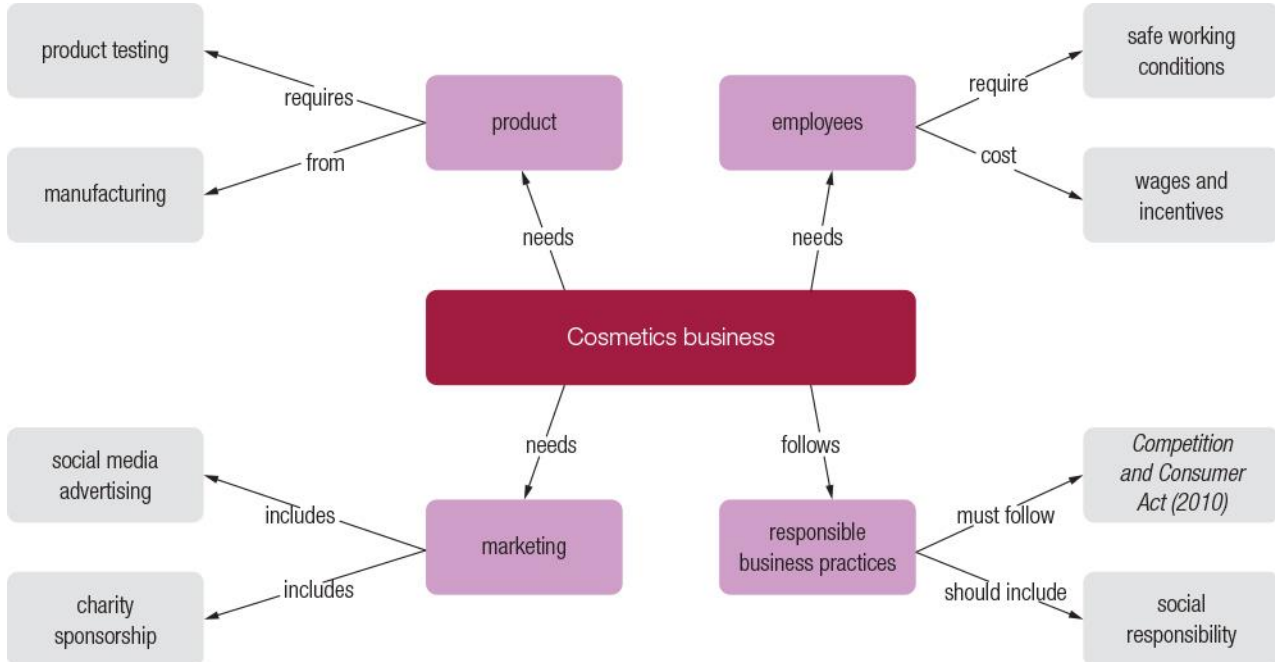
A concept map is a visual display of ideas and how they link to one another. Ideas are usually represented in a box or circle, connected together by lines when there is a relationship between ideas. Words can be placed on the lines to explain the relationship between the ideas. It is a great way to show others what you are thinking and to keep track of your thoughts. You can map out your ideas on paper or on your computer or tablet.

Step 1 Identify the topic you are interested in. In the example shown in Source 4 the topic is ‘Cosmetics business’.

Step 2 Write the topic and a list of all the concepts and ideas that are related to the topic.

Step 3 Connect related ideas with a line, adding a word or two to the line if the relationship needs clarification.

Step 4 Keep adding concepts that relate or follow on from the main concepts that you have already identified using the same process as in the previous step.



Source 4 A basic concept map exploring a cosmetics business



Name: _____
Class: _____

Apply the skill

- 1 Use the steps above to create a concept map for the topic of 'social responsibility'.

Extend your understanding

- 1 Visit The Body Shop website via the link in your obook and write down a list of things that the company does to be socially responsible.
