

Business Studies Y10 and Y11

Name of Subject:

Business Studies

Exam Board:

Cambridge IGCSE

Syllabus Code:

0450 [<http://www.cie.org.uk/images/164316-2016-syllabus.pdf>]

Specific Components:

Business Activity; People in Business; Marketing; Operations Management; Financial Information and Decisions; External Influences

Overall Aims and Objectives of the Syllabus:

The aims, which are not listed in order of priority, are to enable candidates to:

- make effective use of relevant terminology, concepts and methods, and recognise the strengths and limitations of the ideas used in business
- apply their knowledge and critical understanding to current issues and problems in a wide range of business contexts
- distinguish between facts and opinions, and evaluate qualitative and quantitative data in order to help build arguments and make informed judgements
- appreciate the perspectives of a range of stakeholders in relation to the business environment, individuals, society, government and enterprise
- develop knowledge and understanding of the major groups and organisations within and outside business, and consider ways in which they are able to influence objectives, decisions and activities
- develop knowledge and understanding of how the main types of businesses are organised, financed and operated, and how their relations with other organisations, consumers, employees, owners and society are regulated
- develop skills of numeracy, literacy, enquiry, selection and use of relevant sources of information, presentation and interpretation
- develop an awareness of the nature and significance of innovation and change within the context of business activities.

Final IGCSE Assessment:

Final Assessment is based on two external examination papers. There is no coursework component.

- Paper 1 (1 hour 30 minutes) Short answers and structured data response [50% of the final grade]
- Paper 2 (1 hour 30 minutes) Case study based questions [50% of the final grade]

Essential examination skills with relative weightings are as follows:

- AO1: Knowledge and understanding 30%
- AO2: Application 30%
- AO3: Analysis 20%
- AO4: Evaluation 20%

Course Outline

Year	Term	Half Term	Month	Topic
YEAR 10	1	1	1-2	Understanding Business Activity: Business Activity; Classification of business; Enterprise, growth and size of business
	1	2	3-4	Understanding Business Activity: Types of business organization; business and stakeholder objectives
	2	1	1-2	People in Business: Motivating workers; organization and management
	2	2	3-4	People in Business: Recruitment, selection and training; internal and external communication
	3	1	1-2	Marketing: Marketing, competition and the consumer; market research; marketing mix
	3	2	3-4	Marketing: Marketing strategy Revision and Exams
YEAR 11	4	1	1-2	Operations Management: Production of goods and services; costs, scale of production and break even analysis; quality; location
	4	2	3-4	Financial information and decisions: Business finance; Cash flow forecasting and working capital; income statements; balance sheets; analysis of accounts
	5	1	1-2	External influences on business activity: Government economic objectives and policies; environmental and ethical issues
	5	2	3-4	External influences on business activity: Business and the international economy
	6	1	1-2	Revision and Final Examinations
	6	2	3-4	Revision and Final Examinations

Assessment:

Routine assessment is carried out using homework assignments, student presentations and periodic class tests based on multiple choice and structured questions. Each unit identified in the course outline above will be internally assessed. Prior to final examinations, students are expected to make extensive use of past papers and revision questions.

Resources:

The current class text is Cambridge IGCSE Business Studies by Karen Borrington and Peter Stimpson [ISBN 978-1444176582]

Year 11 students are also issued with a revision guide: Business Studies by Medi Houghton [ISBN 978-1107661622]

Examples of dedicated online resources for IGCSE Business Studies can be found at:

<http://businesscasestudies.co.uk/#axzz4AKUZB9tq>
<http://www.businessstudiesonline.co.uk>
<http://www.dineshbakshi.com/igcse-business-studies>
<http://www.tutor2u.net/business/reference>
<http://www.bbc.co.uk/education/subjects/zpsvr82>
<http://revisionworld.com/gcse-revision/business-studies>

All students are expected to have strong interest in the business news and should aim to make the most of any contact with the business community through family/friends and through their own experience as a customer, consumer or employee.