

Introduction to Business 10C (Pre-IB)

Time: 7 x 35 minutes per week

Course Description:

The Introduction to Business course is designed to develop in students an understanding of business theory and an ability to apply business principles, practices and skills. The course is closely modelled after the IB Business and Management syllabus. Emphasis is placed on strategic decision-making and the day-to-day business functions of marketing and human resource management.

Resources:

Borrington, K. & Stimpson, P., (2013) Cambridge IGCSE Business Studies, 4th Edn., Hodder Education

Main Topics Covered:

Semester 1

Understanding Business Activity

- Business Activity
- Classification of Business
- Enterprise, business growth and size
- Types of business organisation
- Business and Stakeholder Objectives

People in Business

- Motivating Workers
- Organisation and Management
- Recruitment, selection and training of workers
- Internal and External Communication

Marketing

- Marketing, competition and the customer
- Market research
- Product (design, brand, packaging, life cycle)
- Price (price elasticity of demand, pricing methods and strategies)
- Promotion and technology
- Place: Distribution channels
- Marketing

Production (operations management)

- Production resources
- Costs, scale of production and break-even analysis
- Achieving quality production
- Location

Semester 2

Financial Information

- Business finance: needs and resources
- Working Capital and Cash Flow forecast
- Income Statement
- Balance Sheet
- Interpretation and analysis of financial accounts

External Influences on business activity

- Government economic objectives and policies
- Environmental and ethical issues
- Business and the international economy

Revision of the entire IGCSE Business Studies syllabus

Assessment

Internal Assessment	Weighting
<ul style="list-style-type: none"> • End of Semester Examinations (SA1 + SA2) • Continual Assessment (CA1 + CA2 + CA3) including: <ul style="list-style-type: none"> - Topic tests - Presentation/s and assignments <p>NB. Reports are issued at the end of quarters 1 and 2 and early in quarter 4.</p>	<p>25 + 60 5 + 5 + 5</p>
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