

Business Studies 9

Time: 6 x 35 minutes per week

Course Description:

IGCSE Business Studies (0450) is a course designed to provide students with life skills and understanding of the different forms of business organisations, the environment that affects business and the different functions that exist in business such as marketing, production, finance and management.

Resources:

Borrington, K. and 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

Semester 2

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 strategy

Production (operations management)

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

Assessment

Internal Assessment	Weighting
<ul style="list-style-type: none"> • End of Semester Examinations (SA1 + SA2) • Continual Assessment (CA1 + CA2 + CA3 + CA4) including: <ul style="list-style-type: none"> - Topic Tests - Assignments - Projects or Presentations 	<p>25 + 45</p> <p>10 + 5 + 10 + 5</p>
	100