



# COURSE DESCRIPTOR

## IGCSE BUSINESS

### SUBJECT OVERVIEW

This course is suited to students who wish to learn more about the dynamic nature of the business environment. Practical applications of business concepts will be demonstrated, using events in the real world to reinforce understanding of theories and concepts.

### PRIOR LEARNING REQUIRED

An interest in, and a desire to study, Business are essential.

### EXAM BOARD

Cambridge

### COURSE CONTENT

#### 1. Understanding business activity

This section introduces the underlying ideas and concepts of business and includes the purpose and nature of business activity and how businesses can be classified. Enterprise and entrepreneurs, and why some businesses grow while others remain small are further important issues. How business size can be measured, types of business organisation, business objectives and stakeholder objectives are the concluding topics.

#### 2. People in business

Commented [NR1]: [Andrew Chinn](#) any chance we can get some infographics throughout?

The focus is the functional area of human resources and includes the importance and methods of motivating a workforce. How businesses are organised and managed, and the methods of recruitment, selection and training of employees are also considered. Finally, the section covers the importance and methods of effective internal and external communication.

### 3. Marketing

This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. The central role of the marketing mix, i.e. the four Ps, is made clear. Marketing strategies to influence consumer decisions at home and in new foreign markets are the final topics in this section.

### 4. Operations management

The focus is the functional area of production and includes the meaning and methods of production and how productivity can be increased. The different costs of production and break-even analysis are covered. The section concludes with the importance and methods of achieving quality in the production process and location decisions of businesses.

### 5. Financial information and decisions

This finance and accounting section covers the need for and sources of business finance, cash-flow forecasting and working capital. Simple income statements are covered as well as statements of financial position and the analysis of accounts including why and how accounts are used.

### 6. External influences on business activity

This section focuses on different external influences on business activity and how these impact on a business. It includes government influences on economic, environmental and ethical issues and how they impact on the functional areas of businesses. In addition, the international economy including globalisation and its effects on businesses and governments, multinational businesses and exchange rates are important issues. Legal constraints are an external influence to be considered but these influences are covered in the relevant functional areas above, as well as in this last section.

## ASSESSMENT

Two external exams, both one hour and thirty minutes long consisting of four compulsory questions, giving total of 80 marks per paper. The sub-questions are a mixture of multiple-choice, short-answer, data-response and open-ended questions.

## TEXTBOOKS/REVISION GUIDES





Title	ISBN	Author
Cambridge IGCSE and O Level Business Studies: Student Book	9781510421233	Borrington, K and Stimpson, P

Summaries of each unit, your notes and past examination papers will be your major source of revision. There is also a revision guide. Tutor2u is a useful online resource. Revision guides and workbooks will be offered by your teacher at a discounted price.

**CURRICULUM DIRECTOR**  
Mr Adam Cartland