

IGCSE Business Studies – Scheme of work

Course overview

The aim of this Scheme of Work is to set out a progression through the Syllabus content, and to give ideas for activities, together with references to relevant Internet sites.

The Scheme is neither intended to be prescriptive, nor complete, as local conditions will vary: time and resource availabilities are likely to differ considerably. The Scheme is intended to give ideas to teachers upon which they can build. It is certainly not intended that teachers undertake all of the activities shown in the various units – that would be impossible in the time usually available – but rather to offer choices which could depend on local conditions. Timings for topics have not been given, as there is a great deal of variability in time available for the qualification from centre to centre.

The Scheme of Work generally follows the Syllabus, but the order in which topics are covered has been adjusted to give a coherent flow to the course. The specification has been sub-divided into seven units, each covering a theme. The progression through these themes has been designed to build on students' own experiences, and to ensure that students have sufficient basic knowledge and understanding to tackle the more challenging issues.

The Units are:

- Unit 1 Business Activity
- Unit 2 Business Organisations
- Unit 3 Marketing
- Unit 4 Production
- Unit 5 People & Work
- Unit 6 Business Finance & Accounting
- Unit 7 External Influences

For more detail, see Course Detail.

Within each unit, references have been made to the recommended course textbook: IGCSE Business Studies Second Edition by Karen Borrington and Peter Stimpson (ISBN 0-7195-7223-1) and to the accompanying CD-ROM containing class activities, worksheets and revision exercises (ISBN 0-7195 7269 x) and the study guide which goes with the textbook - IGCSE Study Guide for Business Studies (ISBN 0-71957901 5). In addition there is also an IGCSE Business Studies Revision CD-ROM available.

There is also another endorsed textbook Business Studies: IGCSE by Chris Nuttall (ISBN 0-521 75095 4).

The course is ideal to run alongside a Young Enterprise style activity, if this is undertaken in your centre, and some references are made to this where appropriate. For more detail, see

www.cie.org.uk , www.youngenterprise.org.uk , www.jaintl.org.

Course Units

1. Business Activity

- 1.1 Introduction
- 1.2 Business Activity as a means of adding value and helping to satisfy customers needs
- 1.3 Classification of local and national firms into primary, secondary and tertiary sectors
- 1.4 Business objectives and their importance
- 1.5 Stakeholders and their differing objectives
- 1.6 Aims of private and public sector organisations
- 1.7 Business growth and measurement of size
- 1.8 Revision

2. Business Organisations

- 2.1 Relationship between business objectives, growth and organisation
- 2.2 Types of business organisation
- 2.3 Limited and unlimited liability
- 2.4 Growth of multinational organisations
- 2.5 Control and responsibility
- 2.6 Internal organisation
- 2.7 Communication
- 2.8 Methods of communication
- 2.9 Revision

3. Marketing

- 3.1 The role of marketing
- 3.2 Market research
- 3.3 Presentation and use of results
- 3.4 Market segmentation
- 3.5 Mass and niche marketing
- 3.6 Marketing mix
- 3.7 Product
- 3.8 Price
- 3.9 Distribution
- 3.10 Promotion
- 3.11 Marketing strategy
- 3.12 Marketing budget
- 3.13 Revision

4. Production

- 4.1 Using resources to produce goods and services

- 4.2 Methods of production
- 4.3 Scale of production
- 4.4 Quality control
- 4.5 Location decisions
- 4.6 Efficiency
- 4.7 Costs and their classification
- 4.8 Break-even analysis
- 4.9 Revision

5. People and Work

- 5.1 Role of work in satisfying human needs
- 5.2 Methods of financial reward
- 5.3 Non-financial rewards
- 5.4 Management styles and motivation methods
- 5.5 Stages of recruitment and selection
- 5.6 Training methods
- 5.7 Dismissal and redundancy
- 5.8 Workforce and the working environment
- 5.9 Revision

6. Business Finance and Accounting

- 6.1 Use of funds
- 6.2 Short and long term financial needs
- 6.3 Sources of internal and external funds
- 6.4 Factors affecting the methods of finance chosen
- 6.5 Cash and cashflow forecasts
- 6.6 Profit
- 6.7 Users of accounts
- 6.8 Purpose and main elements of profit and loss account
- 6.9 Purpose and main elements of balance sheet
- 6.10 Simple interpretation of financial statements using ratios
- 6.11 Working capital
- 6.12 Financial budgets
- 6.13 Revision

7. External Influences

- 7.1 Mixed and market economies
- 7.2 Key features of own national economy
- 7.3 Business reactions to market change
- 7.4 Competition and business
- 7.5 Business cycle
- 7.6 Government influence over decision making by using economic policy measures
- 7.7 Impact of business decisions on people, the economy and the environment
- 7.8 Government economic policy measures
- 7.9 Impact of technology on business
- 7.10 Ethical issues
- 7.11 Workforce and the working environment

- 7.12 The consumer
- 7.13 International trade
- 7.14 Problems of entering new markets abroad
- 7.15 Exchange rates
- 7.16 Concept of exchange rates and how changes in them affect businesses
- 7.17 External costs and benefits
- 7.18 Revision

Some Internet sites reviewed

GENERAL

www.cie.org.uk

Cambridge International, particularly for current information, discussion board, contacts. Watch developments

www.cambridgestudents.org.uk

CIEs website dedicated entirely to students studying for Cambridge qualifications. Provides students with the resources they need to succeed in their studies.

www.youngenterprise.org.uk

Information on running a young enterprise scheme

www.jaintl.org

International version of young enterprise

UK GOVERNMENT

www.statistics.gov.uk

UK national statistics

www.competition-commission.gov.uk

www.hm-treasury.gov.uk

International Governments

www.ipa.gov.pg

Papua New Guinea

www.mop.gov.kw

Kuwait

www.mof.gov.sa

Saudi Arabia

www.gov.bw

Botswana

www.pak.gov.pk

central point for information on Pakistan

THE BBC

www.bbc.co.uk/education/home

Exceptional site: resources, links, information about useful TV programmes

www.bbc.co.uk

Excellent for news, education, probably one of the best web sites available

Newspapers

www.economist.com

excellent for world economic news

www.telegraph.co.uk

news articles since 1994 plus very useful links

www.ft.com

The leading UK and International business newspaper

Analysis of many business issues including economic, company, ethical, internationals. Excellent but heavy going

www.the-times.co.uk

Particularly good for UK business news

www.brecorder.com

Pakistan business newspaper

www.metimes.com

Egypt

www.nationaudio.com/news/dailynation

www.lexpress-net.com

Mauritius

www.arabnews.com

Saudi Arabia

www.abc.es

Spain

www.bangkokpost.com

Thailand

www.gulfnews.com

Kuwait

INTERNATIONAL

www.commonwealth.org.uk

excellent for information about countries around the world

www.worldbank.org

International data

www.wto.org

Trade information

www.educationindex.com

US site with links to statistics

www.imf.org

International Monetary Fund

www.ilo.org

International labour site, useful for HRM, Union issues

www.top20economics.com

Useful link to US economics sites

UK EDUCATION SITES

http://web.utk.edu/~jwachowi/wacho_world.html

A superb site for linking to financial information, spreadsheets, OHP's and links to most sites dealing with finance and accounting (US)

www.thetimes100.co.uk

100 business case studies – excellent resource but the case studies tend to be quite detailed. It also has lesson plans and now shortened versions of the case studies for GCSE/IGCSE level.

www.tutor2u.net

Outstanding

Any information you want

Many links to other sites

Resources, revision, essay plans etc.

www.justbiz.com

Global and ethical issues

Articles, essays, links

www.kevinsplayroom.co.uk

in the GNVQ section there are links to very useful sites

www.bized.ac.uk

set up for UK A level business students

manage the UK economy
Company facts

www.businessteacher.co.uk

Resources for teachers

www.osl-ltd.co.uk

Free resources

www.bestofbiz.com

London Business School information site.

Information, tools, resources

Beyond A level but easy to use as it starts with basic ideas

www.learn.co.uk

Aimed at teachers

Lots of useful activities

Subscription (but IGCSE version available through the CIE Teacher Support

Website – LearnCIE)

Mainly GCSE

Uses Guardian newspapers

Good case material plus answers

www.digitalbrain.com

Some useful resources

REVISION

www.bbc.co.uk/schools/gcsebitesize/business/

Excellent revision site

www.revision-notes.co.uk

Revision notes

www.s-cool.co.uk

Revision site

Hints for exam prep

Information

OTHER SITES OF INTEREST

www.greenpeace.org.uk

A pressure group for the environment

Great deal of data on business and environmental issues

www.co-operativebank.co.uk

Ethical issues

www.novo.dk

Danish company with strong ethical principles

www.vodafone.co.uk

Charts a rapid expansion from nothing to a global business in 20 years

www.yahoo.com

Useful search engine

www.which.net

UK Consumer Association site

www.dyson.com

Manufacturer of vacuum cleaners. Useful for R&D, location

www.icnet.uk

www.natwest.co.uk

UK bank, useful for background information and starting a business

www.barclays.co.uk

UK bank

www.coca-cola.com

Useful for general resources, case material

www.pepsi.com

Useful for general resources, case material

www.celltech.co.uk

Pharmaceutical company with big research programme

www.bpamoco.com

Multinational oil company

www.tuc.org.uk

UK Trades Union Congress, useful for labour issues

www.tgwu.org.uk

UK Trades Union

www.mcdonalds.com

Some ethical issues, useful information

www.yellowpages.co.uk

Useful for identifying types of business

www.hrmguide.net

A guide to UK HRM issues. Subscription

www.asa.org.uk

Advertising watchdog

www.admedia.org

Internet advertising resources

www.ecomfocus.com

E-commerce issues

www.tka.co.uk

Marketing articles

www.piqc.com.pk

Pakistan quality control site

INVESTMENT

www.fool.co.uk

About investing therefore good for sources of finance

Good information on UK companies

www.citywire.co.uk

latest financial information

www.londonstockexchange.com

invaluable source for UK businesses

www.xrefer.com

reference, dictionaries, searches

SOFTWARE

www.jumbo.com

free software to download

www.ferl.becta.org.uk

Useful for links to some free resources also software to buy