

CAMBRIDGE

Cambridge  
IGCSE

SECONDARY 2

# Cambridge IGCSE

The world's most popular international curriculum for 14–16 year olds

## Enterprise



Syllabus code 0454



UNIVERSITY of CAMBRIDGE  
International Examinations  
[www.theallpapers.com](http://www.theallpapers.com)

## Creating entrepreneurs of the future

Many of today's learners will go on to enjoy success running their own business operation or working within large, multinational organisations which value entrepreneurial skills as a vital part of innovation and growth. This may start as self-employment or on a small scale – but even the most modest business has the potential to grow and flourish if the individual in charge knows the concepts and practices that make a successful entrepreneur.

Successful entrepreneurs require a practical grasp of:

- How to set up and run a business.
- How to identify target markets.
- How to develop products and services that continue to sell under all market conditions.
- How to turn a brilliant idea into a practical, successful business model.

University of Cambridge International Examinations (CIE) has introduced Cambridge IGCSE Enterprise, which is designed to equip young people with the education and information needed to become entrepreneurs.


Cambridge IGCSE Enterprise is a unique new syllabus that:

- Brings the world of real business into the classroom.
- Gives learners a clear insight into what it means to think like an entrepreneur.

This is the first Cambridge IGCSE syllabus which asks learners to adopt the thoughts and actions of business people. It also demands that they consider the practicalities of setting up and running their own enterprise for the unique coursework element.

In addition to business skills, Cambridge IGCSE Enterprise equips learners with a range of vital life skills for use in planning and organisation, communication and financial management.

Cambridge IGCSE Enterprise also allows for cross-curricular development. Learners are able to take the knowledge and skills gained from other related subjects such as Economics, Business Studies and Accounting and apply them to their Cambridge IGCSE Enterprise studies.



“ Cambridge IGCSE Enterprise will help develop entrepreneurial skills in students at a young age. ”  
**Teacher, Zimbabwe**



## Cambridge IGCSE – foundation for success

Cambridge IGCSE Enterprise is one of more than 70 subjects developed by University of Cambridge International Examinations (CIE), which produces the world's most popular international curriculum for 14–16 year olds.

Results show that Cambridge IGCSE students develop the broad foundations of knowledge and understanding, communication and thinking skills that they need to prepare them for their next steps in education, such as Cambridge International A/AS Level.

Cambridge IGCSE is specially designed to apply equally effectively across all cultures and is accessible to students with good English skills but whose first language may not be English.

## Skills for new businesses

Cambridge IGCSE Enterprise complements other Cambridge IGCSEs in Business Studies and Economics, but Cambridge IGCSE Enterprise is distinct because it:

- Places a greater emphasis on practical skills and problem solving.
- Helps learners understand the specific, practical and day-to-day challenges of running a new enterprise.
- Develops skills that any new entrepreneur must master in order to give themselves the best chance of success.
- Has a unique project for learners to run their own business activity.

“ Our students are acquiring new skills that will help them achieve success in the real world – skills such as problem solving, meeting deadlines, thinking and being creative, leadership and confidence in their own ideas. ”

Teacher, New Zealand



## Curriculum content

The curriculum for Cambridge IGCSE Enterprise equips learners with creative and business skills that will be of significant benefit in both their educational and future working life. For a detailed view of the course components, see the full syllabus.

### An introduction to enterprise

- What is meant by enterprise?
- What different ways are there of being enterprising at school and home?
- How can I learn from the past? Investigating enterprise in history

### Setting up a new enterprise

- What different types of businesses are there?
- What is the purpose of a business?

### Business opportunities and risk

- How do opportunities for business arise?
- How do I take and accept risk for a business?
- Where do the legal risks exist?

“Learners are introduced to the idea of risk within a business environment.”

“Learners can take the opportunity to investigate local, national and international entrepreneurs.”

### Building a successful enterprise: the skills required

- How can I identify entrepreneurial skills?
- What does analysing the behaviour of successful entrepreneurs teach us?

### Successful negotiating

- What is negotiation?
- What skills do I need to negotiate successfully?
- How do I plan a negotiation strategy?
- What can we learn from the negotiation process?

### Understanding finance

- When should I spend and when should I save?
- How can I finance my enterprise?
- What is credit and debt?
- Understanding budgeting, cash flow and profit and loss

For a full copy of the syllabus visit [www.cie.org.uk/qualifications/new\\_qualifications](http://www.cie.org.uk/qualifications/new_qualifications) or contact Customer Services on +44 (0)1223 553554 or [international@cie.org.uk](mailto:international@cie.org.uk)

## Curriculum content (continued)

### Behind every successful entrepreneur there is a successful business plan

- Why should I plan?
- Understanding and explaining business objectives
- What are short-term, medium-term and long-term business plans?
- Understanding start-up laws and regulations

### Knowing your market and your customers

- How do I reach my market?
- What are my customer needs and how do I understand these?
- How do I keep my customers?
- How do I communicate with my market?

“ Planning will be useful in other subjects. ”

“ Learners understand why their customers will buy their goods/service and how they will be marketed. ”

### Help and support

- How do I identify and understand sources of help?

### Communication is key

- What are the different types of communication?
- Using appropriate language
- What are the differences between internal and external communication?
- How do I plan and run effective meetings?

## Assessment at a glance

The assessment objectives for Cambridge IGCSE Enterprise are to:

- Demonstrate knowledge and understanding of the concepts, skills and terminology relating to enterprise.
- Apply the skills of enterprise to familiar and unfamiliar enterprise problems and issues.
- Develop communication materials appropriate for the intended audience and purpose.
- Solve enterprise problems.

The assessment is in **two** parts:

- **Paper 1** is a written paper based on a pre-seen case study. Candidates apply their knowledge to solve enterprise problems in the context of:
  - the case study
  - organisations they have studied
  - their own enterprise
- **Coursework – Enterprise project**, assessed by the school. Learners run their own activity or project and produce a portfolio of evidence using a variety of communication methods.

For further information on Cambridge IGCSE Enterprise, visit [www.cie.org.uk/qualifications/new\\_qualifications](http://www.cie.org.uk/qualifications/new_qualifications) or contact Customer Services on **+44 (0)1223 553554** or [international@cie.org.uk](mailto:international@cie.org.uk)

## Join the CIE community for world-class support

### Support for teachers

Take advantage of the range of support, training and events which CIE offers.

**Textbooks and resources:** We have a wide range of textbooks published to support our syllabuses and these are kept under constant review – check on the website for the latest materials – [www.cie.org.uk](http://www.cie.org.uk)

**Support online:** Cambridge schools can access all the materials they need to teach CIE syllabuses, including past question papers, mark schemes, examiner reports, schemes of work (lesson plans) and online progress tests. Learn more at [www.cie.org.uk/teachers](http://www.cie.org.uk/teachers)

**Expert advice:** Our subject experts are there to help you at all stages of your teaching year with a range of discussion forums and Ask the Examiner sessions.

**Training and professional development:** Cambridge teachers can build their knowledge and skills through the CIE professional development programme. Whether you are interested in furthering your subject knowledge, developing your teaching skills or networking with other professional colleagues, there are online and face-to-face opportunities.

### Support for learners

CIE provides tailored resources to help learners succeed in their Cambridge IGCSE courses. Past papers, resource lists, revision checklists and useful web links for many subjects are on the CIE Cambridge Student site. There are also links to interactive simulations and games, and science resources which you can download for free. Learn more at [www.cambridgestudents.org.uk](http://www.cambridgestudents.org.uk)

### Support for exams officers

CIE exams officers can trust in reliable, efficient administration of exams entry and excellent, personal support from CIE Customer Services.

### International recognition

Cambridge IGCSE is recognised around the world by schools, universities and employers. Cambridge IGCSE is excellent preparation for A/AS Level, the US Advanced Placement Programme and the International Baccalaureate (IB) Diploma. Learn more at [www.cie.org.uk/recognition](http://www.cie.org.uk/recognition)

### Regular updates and news

CIE has a regular publishing programme which includes Outlook magazine and regular newsletters which are distributed by email. The CIE website – [www.cie.org.uk](http://www.cie.org.uk) – is the main hub for information for the international Cambridge community.



\* 3621867368 \*