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

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/gcse bitesize/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