



Course: 3° A and B.  
Year: 2017  
Subject: Business Studies  
Teacher: Matías Martínez Vidal

### ARCHIVEMENT AIMS

- Make effective use of relevant terminology, concepts and methods, and recognise the strengths and limitations of the ideas used in business.
- Apply their knowledge and critical understanding to current issues and problems in a wide range of business contexts.
- Distinguish between facts and opinions, and evaluate qualitative and quantitative data in order to help build arguments and make informed judgements.
- Appreciate the perspectives of a range of stakeholders in relation to the business environment, individuals, society, government and enterprise.
- Develop knowledge and understanding of the major groups and organisations within and outside business, and consider ways in which they are able to influence objectives, decisions and activities.
- Develop knowledge and understanding of how the main types of businesses are organised, financed and operated, and how their relations with other organisations, consumers, employees, owners and society are regulated.
- Develop skills of numeracy, literacy, enquiry, selection and use of relevant sources of information, presentation and interpretation.
- Develop an awareness of the nature and significance of innovation and change within the context of business activities.



## **EXAM SYLLABUS**

### **Unit 1: Understanding business activity**

- Business activity
- Classification of businesses
- Enterprise, business growth and size
- Types of business organization
- Business objectives and stakeholder objectives

### **Unit 2: People in business**

- Motivating workers
- Organisation and management
- Recruitment, selection and training of workers
- Internal and external communication

### **Unit 3: Marketing**

- Marketing, competition and the customer
- Market research
- Marketing mix
- Marketing strategy

### **Unit 4: Operations management**

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

### **Evaluation:**

- Unit Tests, designed to integrate contents from one or two units.
- Past Papers or mock exams.
- Oral presentations.
- Case studies.
- Classwork mark



### **Bibliography:**

- Borrington & Stimpson. Cambridge IGCSE Business Studies (4th Edition). Hodder Education.
- Internet resources:
  - ✓ [www.dineshbakshi.com](http://www.dineshbakshi.com)
  - ✓ <http://www.bbc.co.uk/schools/gcsebitesize/business/>
  - ✓ [http://teachers.cie.org.uk/community/resources/pt\\_view\\_resource?id=278](http://teachers.cie.org.uk/community/resources/pt_view_resource?id=278)
  - ✓ <http://www.cambridgestudents.org.uk>
  - ✓ <http://www.thetimes100.co.uk>