**Subject: Business Management IGCSE** 

Course: 3rd year

**Teacher: Matías Martínez Vidal** 



#### **Annual Planification – 2019**

## Metas de Comprensión Abarcadoras y Contenidos Actitudinales

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.

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Número de clases / Semanas	Tópico Generativo	Contenidos Conceptuales	Contenidos Procedimentales y Actitudes y Estrategias	Evaluación Diagnóstica Continua	Recursos
MARCH	Understanding Business Activity	I.1 Business activity  The purpose and nature of business activity:  Concepts of needs, wants, scarcity and opportunity cost  Importance of specialisation  Purpose of business activity  The concept of adding value and how added value can be increased  I.2 Classification of businesses  Business activity in terms of primary, secondary and tertiary sectors:  Basis of business classification, e.g. by using examples  Reasons for the changing importance of business classification, e.g. in developed and developing economies  Classify business enterprises between private sector and public sector in a mixed economy	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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APRIL	Understanding Business Activity	Enterprise and entrepreneurship: Characteristics of successful entrepreneurs Contents of a business plan and how business plans assist entrepreneurs Why and how governments support business start-ups, e.g. grants, training The methods and problems of measuring business size: Methods of measuring business size, e.g. number of people employed, value of output, capital employed (profit is not a method of measuring business size) Limitations of methods of measuring business size My some businesses grow and others remain small: Why the owners of a business may want to expand the business Different ways in which businesses can grow Problems linked to business growth and how these might be overcome Why some businesses remain small Why some (new or established) businesses fail: Causes of business failure, e.g. lack of management skills, changes in the business environment Why new businesses are at a greater risk of failing	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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Ві	Understanding Business Activity	1.4 Types of business organisation  The main features of different forms of business organisation:  • Sole traders, partnerships, private and public limited companies, franchises and joint ventures  • Differences between unincorporated businesses and limited companies  • Concepts of risk, ownership and limited liability  • Recommend and justify a suitable form of business organisation to owners/management in a given situation  • Business organisations in the public sector, e.g. public corporations  1.5 Business objectives and stakeholder objectives  Businesses can have several objectives − and the importance of these can change:  • Need for business objectives and the importance of them  • Different business objectives, e.g. survival, growth, profit and market share  • Objectives of social enterprises  The role of stakeholder groups involved in business activity:  • Main internal and external stakeholder groups  • Objectives of different stakeholder groups  • Use examples to illustrate these objectives and how they might conflict  Demonstrate an awareness of the differences in the aims and objectives of private sector and public sector enterprises	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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JUNE	People in Business	## The importance of a well-motivated workforce:  • Why people work and what motivation means  • The concept of human needs − Maslow's hierarchy  • Key motivational theories: Taylor and Herzberg  ## Methods of motivation:  • Financial and non-financial rewards and methods  • Recommend and justify appropriate method(s) of motivation in given circumstances  ## Draw, interpret and understand simple organisational charts:  • Simple hierarchical structures: span of control, hierarchy, chain of command and delegation  • Roles, responsibilities and inter-relationships between people in organisations  ## The role of management:  • Functions of management − planning, organising, co-ordinating, commanding and controlling  • Importance of delegation; trust versus control  ## Leadership styles:  • Features of the main leadership styles − autocratic, democratic and laissez-faire  • Recommend and justify an appropriate leadership style in given circumstances  ## Trade unions:  • What a trade union is and the benefits of workers being union members	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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JULY	People in Business	2.3 Recruitment, selection and training of workers  Recruitment and selection  Difference between internal and external recruitment  Main stages in recruitment and selection of staff  Benefits and limitations of part-time and full-time workers  The importance of training and the methods of training:  Importance of training to a business and workers  Benefits and limitations of induction training, on-the-job training and off-the-job training  Why reducing the size of the workforce might be necessary:  Difference between dismissal and redundancy with examples to illustrate the difference  Understand situations in which downsizing the workforce might be necessary, e.g. automation or reduced demand for products  Recommend and justify which workers to recruit/make redundant in given circumstances  Legal controls over employment issues and their impact on employers and employees:  Legal controls over employment contracts, unfair dismissal, discrimination, health and safety, legal minimum wage	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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	People in	2.4 Internal and external communication				
	Business	Why effective communication is important and the methods used to achieve it:				
AUGUST		Effective communication and its importance to business	Recognition of		Reading the	Business
		Benefits and limitations of different communication methods including those based	fundamentals of	of	bibliography	Studies for
		on information technology (IT)	businesses		Class discussion of the	_
		• Recommend and justify which communication method to use in given circumstances	Analysis of nev	w concepts	topics covered	IGCSE
		Demonstrate an awareness of communication barriers:	introduced		Writing in class	(fourth
		• How communication barriers arise and problems of ineffective communication; how	National Interest in known	•	☐ Exam-like questions	edition). By
		communication barriers can be reduced or removed	matter from its		☐ Special works	Borrington &
	Marketing	3.1 Marketing, competition and the customer	daily application			Stimpson.
		The role of marketing:	Active particip			Hodder
		• Identifying customer needs	class during cla	ass		Education.
		Satisfying customer needs	discussions			
		Maintaining customer loyalty; building customer relationships	Note: Demonstrate			
		Market changes:	responsibility i			
		Why customer/consumer spending patterns may change	delivery of wor			
		• The power and importance of changing customer needs	presentation of	f projects		
		Why some markets have become more competitive	NOTE TI			
		• How business can respond to changing spending patterns and increased competition	NOTE: These poin			
		Concepts of niche marketing and mass marketing:	expected to improv			
		• Benefits and limitations of each approach to marketing	throughout the year	ır.		
		How and why market segmentation is undertaken:				
		• How markets can be segmented, e.g. according to age, socio-economic grouping,				
		location, gender				
		• Potential benefits of segmentation to business				
		• Recommend and justify an appropriate method of segmentation in given				
		circumstances				

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		3.2 Market research			
SEPT.	Marketing	<ul> <li>The role of market research and methods used:         <ul> <li>Market-orientated businesses (uses of market research information to a business)</li> <li>Primary research and secondary research (benefits and limitations of each)</li> <li>Methods of primary research, e.g. postal questionnaire, online survey, interviews, focus groups; the need for sampling</li> <li>Factors influencing the accuracy of market research data</li> <li>Presentation and use of market research results:</li> <li>Analyse market research data shown in the form of graphs, charts and diagrams; draw simple conclusions from such data</li> <li>3.3 Marketing mix</li> </ul> </li> <li>Product:         <ul> <li>The costs and benefits of developing new products</li> <li>Brand image – impact on sales and customer loyalty</li> <li>The role of packaging</li> <li>The product life cycle: main stages and extension strategies; draw and interpret a product life cycle diagram</li> <li>How stages of the product life cycle can influence marketing decisions, e.g. promotion and pricing decisions</li> <li>Price:</li> <li>Pricing methods: cost plus, competitive, penetration, skimming and promotional; their benefits and limitations</li> <li>Recommend and justify an appropriate pricing method in given circumstances</li> <li>Understand the significance of price elasticity: difference between price elastic demand and price inelastic demand; importance of the concept in pricing decisions</li> </ul> </li> </ul>	Recognition of the fundamentals of businesses Analysis of new concepts introduced Interest in knowing the matter from its practical daily application Active participation in class during class discussions Demonstrate responsibility in the delivery of works and presentation of projects  NOTE: These points are expected to improve throughout the year.	Reading the bibliography Class discussion of the topics covered Writing in class Exam-like questions Special works	Business Studies for Cambridge IGCSE (fourth edition). By Borrington & Stimpson. Hodder Education.

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		3.3 Marketing mix			
		Place – distribution channels:			
OCT.	Marketing	Advantages and disadvantages of different channels	Recognition of the	Reading the	Business
		• Recommend and justify an appropriate distribution channel in given circumstances	fundamentals of	bibliography	Studies for
		Technology and the marketing mix:	businesses	Class discussion of the	
		• Define and explain the concept of e-commerce	Analysis of new concepts	topics covered	IGCSE
		• The opportunities and threats of e-commerce to business and consumers	introduced	Writing in class	(fourth
		• Use of the internet and social networks for promotion	Interest in knowing the	Exam-like questions	edition). By
		Promotion:	matter from its practical	Special works	Borrington &
		• The aims of promotion	daily application		Stimpson.
		• Different forms of promotion and how they influence sales, e.g. advertising, sales	Active participation in		Hodder
		promotion	class during class		Education.
		• The importance of the marketing budget in making promotion decisions; need for	discussions Demonstrate		
		cost effectiveness in spending the marketing budget			
NOV.		3.4 Marketing strategy	responsibility in the delivery of works and		
NOV.		Justify marketing strategies appropriate to a given situation:	presentation of projects		
		Importance of different elements of the marketing mix in influencing consumer	presentation of projects		
		decisions in given circumstances	NOTE: These points are		
		Recommend and justify an appropriate marketing strategy in given circumstances	expected to improve		
		The nature and impact of legal controls related to marketing:	throughout the year.		
		• Impact of legal controls on marketing strategy, e.g. misleading promotion, faulty and	unoughout the year.		
		dangerous goods			
		The opportunities and problems of entering new markets abroad:			
		• Growth potential of new markets in other countries			
		Problems of entering foreign markets, e.g. cultural differences and lack of			
		knowledge			
		• Benefits and limitations of methods to overcome such problems, e.g. joint ventures.			