

# **Business Studies IGCSE**

## **Syllabus outline**

- Business activity as a means of adding value and meeting customer needs
- Classification of local and national firms into primary, secondary and tertiary sectors
- Business growth and measurement of size
- Key features of the national economy
- Business objectives and their importance
- Stakeholders and their differing objectives
- Aims of private and public sector enterprises
- Government influence over decision making by using economic policy measures
- Impact of technology on business
- Business reaction to market changes
- Mixed and market economies
- International trade (access to markets/tariffs)
- Problems of entering new markets abroad
- Competition and business
- Concept of exchange rates and how changes in them affect business
- Relationship between objectives, growth and business organization
- Types of business organization (sole trader, partnerships, limited companies, franchise, joint venture)
- Growth of multinational companies
- Control and responsibility
- Limited and unlimited liability
- Internal organization (organization structure, hierarchy span of control)
- Internal and external communication
- Internal communication (effective communication and its attainment)
- Financing business activity
- Use of funds
- Short and long term financial needs
- Sources of internal and external funds (short- and long- term)
- Factors affecting the methods of finance chosen
- Role of marketing
- Market research (primary and secondary)
- Presentation and use of results
- Market segmentation (purpose and methods)
- Mass market; niche market
- Marketing mix
- Product (design, brand, packaging, life cycle)
- Price (price elasticity of demand, pricing methods and strategies)
- Distribution channels

- Promotion (advertising, sales, point of sale)
- Marketing strategy
- Marketing budget
- Using resources to produce goods and services
- Methods of production (job, batch, flow)
- Scale of production
- Lean production
- Costs and classification
- Break-even analysis and simple cost based decision-making
- Quality control
- Location decisions
- An appreciation of how production can be made more efficient
- Cash and cash flow forecasts
- Profit (what it is and why it matters)
- Purpose and main elements of profit/loss account
- Purpose and main elements of balance sheet
- Simple interpretation of financial statements using ratios
- Working capital
- Financial budgets
- Users of accounts
- Role of work in satisfying human needs
- Methods of financial rewards
- Non-financial rewards
- Management styles and motivation methods
- Stages of recruitment and selection
- Training methods
- Dismissal and redundancy
- Impact of business decision on people, the economy and the environment
- Location decisions
- Workforce and the working environment (health and safety, employment protection)
- The consumer
- External costs and benefits
- Exchange rates
- Business cycle