

Kuwait National English School - Secondary Department

Business Studies (KS4, Year 10 & 11)

YEAR 10 BUSINESS STUDIES

| Year 10 BUSINESS STUDIES TERM I | |
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| Topic | Lesson objective |
| The purpose of Business Activity | Demonstrate understanding of business activity in adding value and helping to satisfy the needs of customers in a changing competitive environment. <ul style="list-style-type: none"> • Understand the concept of adding value • Understand the concepts of needs, wants and scarcity |
| Business Classification | Differences between primary, secondary and tertiary sectors. The differences that exist between these sectors from country to country. The private and the public sector and the differences between them. Free, planned and mixed economies and their relative characteristics. |
| Enterprise, business Growth and size. | Importance of enterprise to new businesses. Who are entrepreneurs and the characteristics of successful entrepreneurs? How entrepreneurs contribute towards a global market. Why prepare business plans and what they show. |
| Enterprise, business Growth and size. | Show understanding of the different methods of measuring the size of business units. Why businesses grow and expand (internal and external growth), problems connected to this. <ul style="list-style-type: none"> • Understand the different ways by which a business can grow Describe the problems connected with the growth of a business and why some businesses remain small. Business failure. |
| Types of business organization. | Identify and explain the main features of different forms of business organization like sole traders, partnerships, limited companies. The advantages and disadvantages of each of these forms of business organization. <i>Case studies and activities to be completed.</i> |
| Types of business Organization Joint ventures, franchising | Students will learn about franchises and joint ventures and their features. Public sector businesses like public corporations. Understand the concepts of risk and ownership Understand the concept of limited liability. |
| Business objectives and Stakeholders | Identify and understand the need for business objectives. Differences in objectives of the private sector and the public sector. Factors that influence objectives. Who are stakeholders and objectives of stakeholder groups? Conflict between stakeholder groups and their objectives. |
| Government economic Objectives and policies. Government Economic Aims. The Trade Cycle. | State the role of the government in influencing decisions within local, national and international contexts and explain how business may react. <ul style="list-style-type: none"> • Identify government objectives. • The business cycle and the main stages of the cycle. Impact of boom/recession on business • The need for government intervention. |
| Government economic Objectives and policies. Government policies and tax structures | What is Fiscal, monetary and supply side policies and how the government uses these policies to control the economy? Taxes and types of taxes, Interest rates. Appreciate the implications of tariff barriers, quotas and exchange rate changes for businesses that trade internationally |

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| Environmental and ethical issues. Social responsibility and environment. | Students will learn how business activity can affect the environment and the concepts of externalities. What is sustainable development and how businesses can contribute to this. How considerations of environment and pressure groups affect business decisions. |
| Business and the environment | Give examples of intervention both to support and control the impact of business activity on people, the economy and the environment. Legal controls and how they protect the environment. How ethical issues might affect business decisions. Show an awareness of how business decisions have an impact on others (society, environment and people) |
| Business and the International economy. | How globalization creates threats and opportunities for businesses. What are Multinationals and benefits of becoming a Multinational? Impact of Multinationals on the economy. How exchange rate movements can have an impact on business decisions. |
| Revision programme & First Term Exams | Complete review of term one material, revision quiz and completing revision sheets. Entire term 1 curriculum. |

YEAR 10 BUSINESS STUDIES

| Year 10 BUSINESS STUDIES TERM II | |
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| Topic | Lesson objective |
| Motivation at work | Students will be familiar with definition of motivation and the various theories on motivation: Taylor's theory, Maslow, Herzberg and McGregor. |
| Motivation at work | What are the factors that motivate workers and how businesses can create job satisfaction? The three leadership styles: autocratic, democratic and laissez faire. The tasks of a business leader to motivate employees and develop leadership skills. What makes good leaders and good citizens. Activities 13.6, 13.7 completed in class .Case study on page 211: International business in focus. |
| Organization and Management | Students will learn why Organizations need an internal structure, How this structure changes as a business grows, definition of wide and narrow span of control, delegation and its advantages, chain of command. Types of Leadership. |
| Student Presentation and project | Students divided into groups and each group will do a presentation on the three chapters completed this term. Students will prepare learning material with activities and grade each other as part of peer assessment. Topic: Motivation at the workplace and means of rewarding workers. |
| Recruitment, Selection and Training. | Students will learn The role of HRM The recruitment and selection process. Employment contracts and part/full time work. |
| Recruitment, Selection and Training | Type of Training: Induction, on-the-job training and Off-the-job training. Workforce management, Redundancy and dismissal Legal controls over employment issues. Health and safety, good working conditions, wage protection. |

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| Communication in business. Case study on communication worksheet and student presentation. | Students will learn the importance of effective communication in business, the difference between internal and external communication, different methods of communication, what are the barriers to effective communication, how these barriers can be overcome. Assessment test and activities to be completed from the chapter. |
| Cash Flow Forecasting and Working Capital | The importance of cash flow to business operations. How to construct a cash flow forecast. How firms run out of cash and what consequences arise as a result. How can a business solve cash flow problems? |
| Revision programme | Entire year 10 curriculum revision and summarizing. Students undertake revision tests and solving past papers. Revision sheets and completing exam questions from Study guide. |
| End of Term examination | Term Two exam. Exam will follow IGCSE pattern and cover all topics covered during the year. |

YEAR 10 BUSINESS STUDIES

| Year 10 BUSINESS STUDIES TERM III | |
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| Topic | Learning outcome: Students will be able to |
| Business Accounting | Students will be introduced to accounting and its functions in relation to a business Why businesses need to prepare <u>accounting records</u> and users of these records will be discussed. The trading account, the profit and loss account and the balance sheet |
| Business Accounting: Balance Sheets. | Why do businesses prepare balance sheets/ What does the Balance Sheet show? Assets and liabilities. Understand simple Balance Sheets. |
| Analysis of Accounts | <u>Profitability ratios</u> (gross and net profit percentages, ROCE) How these ratios are calculated and comparison is made from the results. Students should be able to complete all summary questions. |
| Analysis of Accounts How financial accounts information can be used to measure performance of the business | <u>Liquidity ratios</u> : Current and Acid test ratios) How these ratios are calculated and comparison is made from the results. Students should be able to complete all summary questions. |
| Business Finance Activities on these pages and definitions | Students learn why business need money the different sources of money that is available to businesses. Short and medium term sources of finance (bank loans, trade credit, bank overdraft etc.) |
| Business Finance Their advantages and disadvantages. Complete all revision questions | How managers choose the source of finance: Bank loans, Debentures, Share capital What factors should be considered while choosing the source of finance? |
| Revision | Complete review of entire year 10 Curriculum. Students complete worksheets, and clear doubts. |
| Final Exams | Students will be tested for entire year 10 curriculum. Questions will follow the IG format and students will attempt paper 1. |

YEAR 11 BUSINESS STUDIES

| Year 11 BUSINESS STUDIES TERM I | |
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| Topic | Lesson Objective |
| Role of Marketing: Competition and Customer | Describe the role of marketing. Market segmentation: How it can be used in marketing (age, income, gender, lifestyle, region, use etc.) The marketing Mix and how it is used in a business. |
| Market research (Primary and Secondary research) Quantitative and qualitative data. | Appreciate the need for market research <ul style="list-style-type: none"> • Understand the concept of a market orientated business • Show awareness of the use of market research information to a business • Understand how a business carries out market research; limitations of market research • Knowledge and understanding of how market research can be carried out [<u>questionnaires, interviews, consumer panels, experiments and observation</u>] • Appreciation of the reasons why market research data might be inaccurate or of limited use |
| Presentation and use of market research results. | Present, analyse and interpret simple market research <ul style="list-style-type: none"> • Analyse and interpret market research data shown in the form of graphs, charts and diagrams. • Draw simple conclusions from data |
| Marketing mix Product | Identify and explain the elements of the marketing mix Demonstrate an understanding of the product life cycle <ul style="list-style-type: none"> • Knowledge and understanding of the importance of packaging • Awareness of the concept of a brand name in influencing sales • Knowledge of the stages of a product life cycle • Draw and interpret a product life cycle diagram • Show awareness of extension strategies |
| Price Demand and Supply | Understand how pricing decisions are made <ul style="list-style-type: none"> • Understand the main methods of pricing: cost plus, competitive, psychological, penetration, price skimming • Show awareness of the implications of the methods • Understand the significance of price elasticity of demand. • Appreciate the difference between a price elastic demand and a price inelastic demand. • Understand the importance of the concept in pricing decisions. |
| Promotion and technology in Marketing (advertising, sales, point of sale) | Understand the role of promotion <ul style="list-style-type: none"> • Understand the aims of promotion • Identify, explain and give examples of different forms of promotions. • Understand how promotions influence sales • Justify an appropriate method of promotion in a given situation |

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| <p>Place: Distribution Channels</p> <ul style="list-style-type: none"> ▪ Marketing Strategy ▪ Marketing Budget | <p>Appreciate the importance of distribution channels and the factors that determine the selection of them</p> <ul style="list-style-type: none"> • Knowledge and understanding of a distribution channel. Recommend and justify an appropriate channel in a given situation. Understand how the mix can be used to influence consumer purchasing • Understand how the marketing mix can change as the product goes through its life cycle • Select and justify marketing methods appropriate to a given situation. Recommend and justify a marketing strategy in a given situation <p>Awareness of the need for a marketing budget</p> |
| <p>Operations Management. Production of goods and services.</p> | <p>Students will differentiate between production and productivity. The benefits of increasing productivity. Inventory management and why businesses hold Inventory. Lean production: Its significance and benefits.</p> <p>Types of Lean Production: JIT, Kaizen and Cell Production. Explain job, batch and flow production methods</p> <ul style="list-style-type: none"> • Describe the main features of different production methods and explain the advantages of the different methods <p>Select and justify methods appropriate to a given situation.</p> |
| <p>Term Review: Assessments and revision.</p> | <p>Students will review entire term curriculum, submit project work and clear doubts. Revision of all topics and past paper practice.</p> |
| <p>First Term Exams</p> | <p>To include all chapters covered in term 1 of year 11 as well as portions covered in year 10 in order to get students prepared for the IGCSE exams.</p> |

YEAR 11 BUSINESS STUDIES

| Year 11 BUSINESS STUDIES TERM II | |
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| Topic | Learning outcome: Students will be able to |
| <p>Costs, Scale of Operations and Break-Even Analysis.</p> | <p>Why managers need to know the costs of operating their business. The types of costs: (Fixed and Variable costs). What are Economies of scale and why do businesses strive to achieve them?</p> <p>Calculate Break-evens, draw break-even graphs</p> <p>Evaluate the advantages and disadvantages of break-even graphs.</p> <p>How break-even graphs help managers make decisions.</p> |
| <p>Achieving Quality Production.</p> | <p>Students will learn</p> <p>What is meant by quality?</p> <p>Why businesses focus on quality?</p> <p>The concept of quality control and how it is implemented by businesses.</p> <p>Quality assurance and Total Quality Management.</p> |
| <p>Location Decisions.</p> | <p>Students will learn:</p> <p>What factors affect the location of manufacturing businesses?</p> <p>What factors affect the location of service sector businesses?</p> <p>What factors affect the location of retailing businesses?</p> <p>What factors affect decision to relocate to another country?</p> |

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| Legal controls on business activity. | Students will learn about: Government controls on business activity. Planning regulations. Laws to protect environment. Costs to business of applying these regulations. Case study analysis. Building a new factory. |
| Environmental and Ethical Issues. | How business activity affects the environment. What is sustainable development? How pressure groups influence business activity. How ethical issues might affect business decisions. |
| Cash Flow management | Students will learn the importance of Cash flow to business operations. How to construct a cash flow forecast How firms run out of cash and the likely consequences of this. The importance of working capital. How to solve cash flow problems. |
| Income Statements and Balance Sheets. | Why businesses need to keep accounting records. Difference between profit and cash. The difference between gross, net and retained profit. Students will learn the format of Income Statements and Balance Sheets and what it contains. |
| Revision | Quizzes, tests, worksheets and activities that are meant to refresh student on the entire curriculum covered so far. |
| Second Term Exams | To include all chapters covered in term 1 of year 11 as well as portions covered in year 10 in order to get students prepared for the IGCSE exams. |

YEAR 11 BUSINESS STUDIES

| Year 11 BUSINESS STUDIES TERM III | |
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| Topic | Learning outcome: Students will be able to |
| Revision tests and quizzes IGCSE past papers Mock exams (Term three exam) | <ul style="list-style-type: none"> • To prepare students for the external examination in May/June 2012. • Test papers and assignments that test student for analytical skills will be assigned on a weekly basis. • Students will attend after school club. • Year 10 and 11 curriculum will be reviewed in its entirety and this offers students to brush up in areas that they have missed or not understood. |
| TERM 3: In term 3 students of year 11 will have complete their course IGCSE Business studies. Students will attend lessons and engage in complete and comprehensive revision of specific topics as well as complete entire IG past papers 1 and 2. Evaluating students and their preparedness for the external exams. | |

Dr. Raouf Khodabocus, September 2019

IGCSE Examination:

2 Compulsory papers. Paper 1 and Paper 2 with eligible grades A* to G.

Paper 1: 1 h 30 m (Written exam of 4 questions. Structured data response. 80 marks) 50%

Paper 2: 1 h 30 m (written exam of 4 questions based on case study. 80 marks) 50%