

# Business Studies Department

## Curriculum Overview:

### IGCSE Business Studies - Year 10 to 11

Year	Term	Unit/s of Work	Core Knowledge & Concepts
10	1	Unit 1 - Understanding business activity	Purpose of business activity, classification of businesses, types of business organisations and objectives
		Unit 3 - Marketing	What is marketing and market research?
	2	Unit 3 - Marketing	Marketing mix - the 4 P's, creating a marketing strategy
		Unit 2 - People in business	Motivating employees, leadership and management,
	3	Unit 2 - People in business	Recruitment and communication
		Unit 5 - Finance	Needs and sources, cash flow forecasting and working capital, income statements
11	1	Unit 5 - Finance	Final accounts and analysis of accounts
		Unit 4 - Operations management	Production methods, costs and break even, achieving quality and location decisions
	2	Unit 6 - External influences	Economic issues, tax, inflation, interest rates, government policies. The environment and ethical issues. Exchange rates and trade
	3	Exams	Revision

## IB Business Management - Year 12 to 13

Year	Term	Unit/s of Work	Core Knowledge & Concepts
<b>12</b>	1	Unit 1 Business organisation and the environment	Business sectors, concepts, stakeholders, objectives, growth and planning tools
		Unit 4 - Marketing	Role of marketing, market segmentation and types of markets
	2	Unit 4 - Marketing	7P's of the marketing mix, market research, international marketing, e-commerce and sales forecasting
		Unit 3 - Finance	Sources of finance, costs and revenues
	3	Unit 3 - Finance	Break-even, final accounts, cash flow forecasting, investment appraisal and budgets
		Introduction to the IA	
<b>13</b>	1	Unit 2 - Human Resources	Organisational structure, leadership and management, motivation, employee relations
		Unit 5 - Operations Management	Lean production, quality management, location, research and development, crisis management
	2	CUEGIS Concepts Exam technique	Change, Culture, Ethics, Globalisation, Innovation, Strategy Revision
	3	Exams	Revision