

DAWOOD PUBLIC SCHOOL
Course out line 2011-2012
Business Studies
Class – X

AIMS

The aims are set out below and describe the educational purposes of a course in Business Studies for the O level examination. They are not listed in order of priority.

The aims are to enable students to:

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

Note: Not all of the above aims are necessarily subject to formal assessment

Endorsed Text book:

Borrington,K & Stimpson,K, 2006. *IGCSE Business Studies*, 3rd Edition, London, John Murray.

Further Reading:

Butler, K, & Hardy,J. 2001. *GCSE Business Studies*, 3rd Edition, Oxford University Press.

August

Units

1. Financing business activity

(Borrington,K.) Page Nos. 135 - 148

- Why do business need finance?
- Sources of finance
- Short-, medium-, and long –term finance

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Recognize the difference reasons why businesses need finance
- ✓ identify sources o finance as being either internal or external and also period of time for which they are available
- ✓ Analyze and compare the advantages and disadvantages of different sources of finance
- ✓ Analyze a firm’s need for funds and make a reasoned choice between the different sources of finance available

- ✓ Make decisions on whether finance should be provided to a business from the view point of shareholders, banks and other institutions.

2. Organisational structure

(Borrington,K.) Page Nos. 152 -160

- What is organizational structure?
- Delegation
- Organization charts
- Functional departments
- Decentralization

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Draw and explain a simple organizational chart
- ✓ Understand that the organizational structure of a business changes as the business expands
- ✓ Know the difference between span of control and levels of hierarchy; line and staff managers
- ✓ Understand what delegation means and why it is important to managers
- ✓ Analyze the differences between a centralized and decentralized business and explain different forms of decentralization.

September

3. Managing a business

(Borrington,K.) Page Nos. 165 - 172

- What do managers do?
- What makes a good manager?
- Management involves taking risks
- Management responsibilities in departments

Learning outcomes:

After reading this unit the students will be able to:

- ✓ understand the work that managers do
- ✓ realise that taking decisions always involves some risks
- ✓ show how a clear process for decision making can help to reduce risks
- ✓ identify and explain the main functional responsibilities

October

4. Communication in business

(Borrington,K.) Page Nos. 178 – 190

- What is effective communication and why is it necessary?
- The process of effective communication
- One-way two-way communication
- Internal and external communication
- Different ways of communicating: the communication media
- Formal and informal communication
- Communication nets
- The direction of communications
- Barriers of effective communication

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Understand why communication is important in different business situations
- ✓ Select the best method of communication for different messages
- ✓ Recognize the most common reasons for communication failure – barriers to communication
- ✓ Suggest how businesses can overcome these barriers to communication.

November**5. Motivation at work****(Borrington,K.) Page Nos. 194 -209**

- Motivation theories
- Why people work?
- Motivating factors – financial motivators
- Motivating factors – non-financial motivators
- Leadership
- Formal and informal groups

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Understand and explain the different motivation theories
- ✓ Understand and apply appropriate ways to pay different types of jobs
- ✓ Identify ways other than pay which motivate workers
- ✓ Select different styles of leadership that management might use
- ✓ Identify different types of groups at work – formal and informal groups.

December**Mid Term Examinations****Scheme of Assessment**

- (i) Paper 1
- (ii) Paper 2

Description of papers

Paper 1

A paper containing short-answer questions and structured/data response questions. There will be no choice of questions.

Paper 2

Candidates will be presented with a business situation or problem, and required to answer questions arising from it.

There will be no choice of questions.

January**6. Recruitment, training and human resources (Borrington,K.) Page Nos. 213 -230**

- The work of the Human Resources department
- Recruitment and selection
- The recruitment process
- Training
- Workforce planning
- Dismissal and redundancy (retrenchment)

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Understand the different functions of the Human Resources department
- ✓ Explain the methods of recruitment and selecting employees
- ✓ Understand the importance of job description and job advertisements
- ✓ Identify and explain different training methods (internal and external)
- ✓ Analyze and evaluate the relevance of training to both the management and the employee
- ✓ Explain the difference between dismissal and redundancy
- ✓ Appreciate why the manpower of a business may need to be reduced.

February**7. The market and marketing****(Borrington,K.) Page Nos. 248 -257**

- What is a market?
- Product-oriented and market-oriented businesses
- What is marketing?
- The Marketing department
- The objectives of marketing
- SWOT analysis
- Market segments
- The marketing mix

Learning outcomes:

After reading this unit the students will be able to:

- ✓ Understand the importance of marketing to the business
- ✓ Distinguish between product-oriented and market-oriented business
- ✓ Identify several different objectives of marketing
- ✓ Understand what is meant by market segmentation
- ✓ Understand the difference between mass and niche markets
- ✓ Explain why market segmentation may be used
- ✓ Identify the four Ps of the marketing mix.

March**Mock Examination****Scheme of Assessment**

- (i) Paper 1
- (ii) Paper 2

Description of papers

Paper 1

A paper containing short-answer questions and structured/data response questions. There will be no choice of questions.

Paper 2

Candidates will be presented with a business situation or problem, and required to answer questions arising from it. There will be no choice of questions.

Subject to change on the discretion of the teacher
