

DAWOOD PUBLIC SCHOOL

Course out line 2011-2012

Business Studies

Class – XI-C

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 recognize 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.

MONTHLY DISTRIBUTION OF SYLLABUS

August

Units

15. Employee and employer associations (Borrington, K.) Page Nos. 233-245

- Trade unions
- Employer associations
- Collective bargaining
- Industrial action
- Conflict in business organizations
- Worker participation

Learning outcomes:

After reading this unit the students will be able to:

- Describe the work of trade unions
- Show an awareness of how trade unions can influence business behavior
- Understand why workers join trade union and the benefits they hope to receive
- Understand the role of employer's associations and collective bargaining

Assessment Method:

Test

17. Market research (Borrington,K.) Page Nos. 260-269

- Why is market research needed?
- Primary research
- Methods of primary research
- Secondary research
- Who carries out market research?
- Accuracy of market research information

Learning outcomes:

After reading this unit the students will be able to:

- Appreciate the need for market research
- Identify when primary or secondary research would be suitable to gather data for a particular purpose
- Understand how a business carries out market research and limitations of market research
- Understand the factors that influence the accuracy of market research

Assessment Method:

Home assignment, test and activity.

September**18. Presentation of information (Borrington,K.) Page Nos. 275 -282**

- Presentation of data from market research
- Alternative ways of presenting information for course work

Learning outcomes:

After reading this unit the students will be able to:

- Present, analyze and interpret simple market research

Assessment Method:

Home assignment and test.

19. The marketing mix: product and packaging (Borrington,K.) Page Nos. 286 – 292

- The role of product in the marketing mix
- Product development
- The importance of branding
- The role of packaging in the marketing mix
- The product life cycle

Learning outcomes:

After reading this unit the students will be able to:

- Identify the different types of products which are sold
- Understand what makes a product successful
- Understand how a new product is developed
- Understand what is meant by brand name and why it is important
- Identify the important characteristics of the packaging for a product
- Identify the different stages of the product life cycle from information about sales, pricing, promotion and profitability
- Ways to extend the product life cycle

Assessment Method:

Assignment, test and activity.

20. The marketing mix: price (Borrington,K.) Page Nos. 299 – 307

- The role of price in the marketing mix
- Price determination in a free market
- Pricing strategies

Learning outcomes:

After reading this unit the students will be able to:

- Understand how prices are determined in the market and what influences demand and supply of products
- Understand the different pricing strategies a business can use
- Select a suitable strategy for a particular business situation/objective

Assessment Method:

Assignment, test and activity.

October

21.The marketing mix: promotion (Borrington,K.) Page Nos. 314 -326

- Advertising
- Promotion
- Personal selling
- Public relations
- Customer service

Learning outcomes:

After reading this unit the students will be able to:

- Understand the different aims of promotion
- Select appropriate types of advertising for different products/business objectives
- Select appropriate types of promotion for different products/business objectives
- Understand what is meant by public relations
- Plan a promotional and advertising campaign

Assessment Method:

Assignment, test and activity.

20. The marketing mix: place (Borrington,K.) Page Nos. 331 – 339

- The role of place in the marketing mix
- Channels of distribution
- Methods of transporting goods
- Drawing up a marketing plan

Learning outcomes:

After reading this unit the students will be able to:

- Understand the different channels of distribution
- Select the most suitable channel of distribution for a given product
- Select the most suitable method of transporting goods for a given product
- Draw up a marketing plan

Assessment Method:

Assignment, test and activity.

November

21. Factors affecting production (Borrington,K.) Page Nos. 344 – 354

- What is meant by production?

- Productivity
- Methods of Production
- Stock control
- Lean production
- Improvements in technology
- Quality control and quality assurance

Learning outcomes:

After reading this unit the students will be able to:

- Identify factors that increase productivity
- Identify and explain the method of production used in a given situation (job, batch or flow production)
- Identify and explain ways of implementing lean production
- Understanding the implications of new technology to business
- Identify and explain different ways of ensuring the quality of the product.

Assessment Method:

Test

Revision for Mid Term Examinations

December

Mid Term Examinations

Scheme of Assessment

Candidates must be entered for the following papers:

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

Description of papers

Paper 1 (1¼ hours)

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

Paper 2 (1¼ hours)

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

22. Factors affecting location (Borrington,K.) Page Nos. 359 -368

- Location of industry
- Factors affecting the location of a manufacturing business
- Factors affecting the location of a retailing business
- Factors that influence a business to relocate either at home or abroad
- Factors affecting the location of a service sector business

Learning outcomes:

After reading this unit the students will be able to:

- Understand the main factors influencing a firm’s location and relocation decisions

Assessment Method:

Assignment and test.

23. Business in the international community (Borrington,K.) Page Nos. 372 – 380

- The international dimension
- Exchange rates

- International economic organizations
- Globalization
- Multinational business

Learning outcomes:

After reading this unit the students will be able to:

- Understand what exchange rates are and how changes in them affect business, specially importers and exporters
- Explain what globalization is and why it is important
- Explain why multinational businesses are created and understand the impact of them.

Assessment Method:

Assignment and test.

February

Revision

March

Mock Examinations

Scheme of Assessment

Candidates must be entered for the following papers:

(i) Paper 1

(ii) Paper 2

Weighting of papers

Paper Weighting

Paper 1- 50%

Paper 2- 50%

Description of papers

Paper 1 (1¼ hours)

A paper containing short-answer questions and structured/data response questions.

There will be no choice of questions.

Paper 2 (1¼ hours)

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.
