



Year 10 Syllabus in a nutshell

BUSINESS STUDIES





Year 10 Syllabus in a nutshell – Business Studies

The iGCSE syllabus for Business Studies is split into 6 sections:

1. Understanding business activity
2. People in business
3. Marketing
4. Operations management
5. Financial information and decisions
6. External influences on business activity

In year 10, the first **three** sections are covered:

1. Understanding business activity

This section introduces the underlying ideas and concepts of business and includes the purpose and nature of business activity and how businesses can be classified. Enterprise and entrepreneurs, and why some businesses grow while others remain small are further important issues. How business size can be measured, types of business organisation, business objectives and stakeholder objectives are the concluding topics.

2. People in business

The focus is the functional area of human resources and includes the importance and methods of motivating a workforce. How businesses are organised and managed and the methods of recruitment, selection and training of employees are also considered. Finally, the section covers the importance and methods of effective internal and external communication.

3. Marketing

This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. The central role of the marketing mix, i.e. the four Ps, is made clear. Marketing strategies to influence consumer decisions at home and in new foreign markets are the final topics in this section.



Section 1: Understanding business activity		
1.1 Business activity	1.1.1 Business activity	Understand the purpose of business activity. <ul style="list-style-type: none"> • In adding value • In helping to satisfy the needs of customers in a changing competitive environment. • The Importance of specialisation and division of labour.
1.2 Classification of businesses	1.2.1 Business activity in terms of primary, secondary and tertiary sectors:	<ul style="list-style-type: none"> • Describe and classify business activity in terms of primary, secondary and tertiary sectors. • Demonstrate an awareness of the changes that have taken place in these sectors in different countries.
	1.2.2 Classify business enterprises between private sector and public sector in a mixed economy	Students should: <ul style="list-style-type: none"> • be able to classify business activities between private sector and public sector in a mixed economy.
1.3 Enterprise, business growth and size	1.3.1 Enterprise and entrepreneurship:	Students should: <ul style="list-style-type: none"> • be able to identify characteristics of successful entrepreneurs. • be able to identify and explain what is included in a business plan and be able to explain how business plans can assist entrepreneurs. • be able to identify methods that Governments might use to help business start-ups, and explain why they help such businesses.
	1.3.2 The methods and problems of measuring business size:	Students should: <ul style="list-style-type: none"> • be able to show knowledge and understanding of the methods and problems of measuring the size of business.
	1.3.3 Why some businesses grow and others remain small:	Students should: <ul style="list-style-type: none"> • be able to explain reasons why businesses might want to expand, as well as reasons why some businesses remain small and some fail. • be able to describe the different ways that businesses can grow, the problems linked to growth and be able to suggest how these problems might be overcome.
	1.3.4 Why some (new or established) businesses fail:	Students should: <ul style="list-style-type: none"> • be able to identify the causes of business failure, and be able to explain why new businesses are at a greater risk of failure.
1.4 Types of business organisation	1.4.1 The main features of different forms of business organisation:	Students should: <ul style="list-style-type: none"> • Identify and explain the main features of different forms of business organisation.
1.5 Business objectives and stakeholder objectives	1.5.1 Businesses can have several objectives and the importance of them can change:	Students should: <ul style="list-style-type: none"> • be able to identify the need for business objectives, explain the different objectives that businesses might have as well as explain the importance of them. • be able to identify the objectives of social enterprises.
	1.5.2 The role of stakeholder groups involved in business activity:	Students should: <ul style="list-style-type: none"> • be able to identify the main stakeholders, and their different objectives. • be able to explain reasons why their objectives might conflict.
	1.5.3 Differences in the objectives of private sector and public sector enterprises	Students should: <ul style="list-style-type: none"> • Demonstrate an awareness of the aims and objectives of enterprises in both private and public sectors.



Section 2: People in business		
2.1 Motivating employees	2.1.1 The importance of a well-motivated workforce:	Students should: <ul style="list-style-type: none"> • understand why people work. • be able to understand the concept of motivation, and the importance of the various motivation theories.
	2.1.2 Methods of motivation:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the different methods of motivating employees, and be able to select and justify appropriate methods to use in a range of different situations.
2.2 Organisation and management	2.2.1 Draw, interpret and understand simple organisational charts:	Students should: <ul style="list-style-type: none"> • be able to draw, interpret and explain simple organisational charts. • be able to understand the roles, responsibilities and relationships between people in organisations.
	2.2.2 The role of management:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the functions of management. • be able to understand the importance of delegation, and the difference between trust versus control.
	2.2.3 Leadership styles:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the different leadership styles and be able to recommend an appropriate leadership style in a given situation.
	2.2.4 Trade unions:	Students should: <ul style="list-style-type: none"> • understand what a trade union is, and the benefits to workers of being members.
2.3 Recruitment, selection and training of employees	2.3.1 Recruitment and selecting employees:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the main stages of recruitment, and understand the difference between internal and external recruitment. • be able to identify and explain the benefits and limitations of part-time and full-time workers.
	2.3.2 The importance of training and the methods of training:	Students should: <ul style="list-style-type: none"> • be able to identify the different types of training and understand the importance of training for workers and businesses.
	2.3.3 Why reducing the size of the workforce might be necessary:	Students should: <ul style="list-style-type: none"> • be able to explain the difference between dismissal and redundancy. • be able to identify and explain situations when downsizing may be necessary. • be identify factors and be able to explain and justify which workers should be recruited/ made redundant in given circumstances.
	2.3.4 Legal controls over employment issues and their impact employers and employees:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the main types of legal control relating to employment issues, and understand their impact on employers and employees.
2.4 Internal and external communication	2.4.1 Why effective communication is important and the methods used to achieve it:	Students should: <ul style="list-style-type: none"> • be able to understand the need for effective communication. • be able to identify and explain the different methods of communication • be able to select and justify which method to use in given circumstances.
	2.4.2 Demonstrate an awareness of communication barriers:	Students should: <ul style="list-style-type: none"> • be able to identify the main barriers to effective communication and be able to explain how the barriers to communication can be overcome.



Section 3: Marketing		
3.1 Marketing, competition and the customer	3.1.1 The role of marketing	Students should: <ul style="list-style-type: none"> • be able to identify customer needs • understand how and why it is important for businesses to satisfy the needs of both existing and new customers.
	3.1.2 Market changes:	
	3.1.3 Concepts of niche marketing and mass marketing:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the benefits and limitations of each approach to marketing (niche and mass).
	3.1.4 How and why market segmentation is undertaken:	Students should: <ul style="list-style-type: none"> • be able to identify how and why market segmentation is undertaken. • be able to select and justify an appropriate method of segmentation in given circumstances.
3.2 Market research	3.2.1 The role of market research and methods used	Students should: <ul style="list-style-type: none"> • understand the need for market research • be able to identify and explain the stages of market research • be able to explain the limitations of market research data.
	3.2.3 Presentation and use of market research results:	Students should: <ul style="list-style-type: none"> • be able to present, analyse and interpret simple market research information.
3.3 Marketing mix	3.3.1 Product:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the costs and benefits of developing new products. • be able to explain the concept of brand image and its impact on sales and customer loyalty. • Identify and explain the role of packaging. • be able to draw and interpret a product life cycle diagram. • be able to identify and explain the main stages of the product life cycle, including extension strategies • explain how stages of the product life cycle can influence marketing decisions.
	3.3.2 Price:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the main pricing methods, • be able to select and recommend an appropriate pricing method in given circumstances. • understand the significance of price elasticity of demand.
	3.3.3 Place –distribution channels:	Students should: <ul style="list-style-type: none"> • Identify and explain the advantages and disadvantages of different channels • be able to select and justify an appropriate distribution channel in given circumstances.
	3.3.4 Promotion:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the aims of promotion. • be able to identify the advantages and disadvantages of different methods of promotion • explain how they influence sales • be able to explain the importance of a marketing budget, and the need for cost effectiveness in spending the marketing budget.
	3.3.5 Technology and the marketing mix:	Students should: <ul style="list-style-type: none"> • be able to identify and explain the concept of e-commerce, and the opportunities and threats of e-commerce for businesses and consumers. • be able to explain how the internet and social networks are used for promotion.



3.4 Marketing strategy	3.4.1 Justify marketing strategies appropriate to a given situation:	Students should: <ul style="list-style-type: none">• be able to select and justify appropriate marketing strategies in a given situation.
	3.4.2 The nature and impact of legal controls related to marketing.	Students should: <ul style="list-style-type: none">• be able to identify and explain the impact of legal controls on marketing.
	3.4.3 The opportunities and problems of entering new foreign markets:	Students should: <ul style="list-style-type: none">• be able to identify and explain the opportunities and problems of entering new markets abroad• understand the benefits and limitations of methods to overcome such problems.