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Course Name	Business Studies
Standard	Cambridge O'Level/ IGCSE
Semester:	January session 2022

INSTRUCTOR INFORMATION

1. Instructor Name:	Silima Subha
2. Course description	The course is intended for students who are sitting for Cambridge IGCSE/O'Level Business Studies Examination and it also provide learners a solid foundation for further Business Studies study.
3. Class Timing:	██████████ ██
4. Instructor Phone:	██████████
5. Email Address:	silima.chy@gmail.com

LEARNING RESOURCES AND TEXTBOOK(S)

Text Book(s)

Author	Title	Edition & Year	Publisher	ISBN
Karen Borrington & Peter Stimpson	Cambridge IGCSE and O Level Business Studies	5th Edition (2018)	Hodder Education, Year: 2018	9781510421233

CLASS ROOM RULES OF CONDUCT

1. Cellular phones should be “turned off”/“Silent mode” during the class.
2. Be on time.

EXAMS, QUIZ, & MAKE UP POLICY

There will be several mock examinations after the syllabus content is covered. Participation in these tests is compulsory.

Attendance in the class is strongly recommended.

NOTE 1: The course plan is tentative and subject to change as the semester progresses; any change(s) will be communicated accordingly.

NOTE 2: Additional information will be posted on Google Classroom page.

Course Contents & Schedule

CLASS SCHEDULE FOR IGCSE/ O Level Business Studies

Note: The instructor reserves the right to make changes to the syllabus if necessary.

Topic	Week#	Lesson #	Topic	Reading Assignment
Section 1				
Understanding business activity	1	1	Business activity.	Chapter 1
		2	Classification of businesses	Chapter 2
	2	3	Classification of businesses (continued)	Chapter 2
		4	Enterprise, business growth and size	Chapter 3
	3	5	Enterprise, business growth and size (continued)	Chapter 3
		6	Types of business organisation	Chapter 4
	4	7	Types of business organisation (continued)	Chapter 4
8		Business objectives and stakeholder objectives+ Quiz (On section 1)	Chapter 5	
Section 2				
People in business	5	9	Motivating employees	Chapter 6
		10	Motivating employees (continued)	Chapter 6
	6	11	Organisation and management	Chapter 7
		12	Organisation and management (continued)	Chapter 7
	7	13	Recruitment, selection and training of employees	Chapter 8
		14	Recruitment, selection and training of employees (continued)	Chapter 8
	8	15	Internal and external communication	Chapter 9
		16	Internal and external communication (continued)	Chapter 9
Section 3				
Marketing	9	17	Marketing, competition and the customer	Chapter 10
		18	Marketing, competition and the customer (continued)	Chapter 10
	10	19	Market research	Chapter 11
		20	Marketing mix: Product	Chapter 12
	11	21	Marketing mix: Product (continued)	Chapter 12
		22	Marketing mix: Price	Chapter 13
	12	23	Marketing mix: Promotion	Chapter 14
		24	Marketing mix: Technology	Chapter 14
	13	25	Marketing mix: Place	Chapter 15
		26	Marketing strategy	Chapter 16
	14	27	Marketing strategy (continued) + Quiz (On section 3)	Chapter 16

Section 4				
Production	14	28	Production of goods and services	Chapter 17
	15	29	Production of goods and services (continued)	Chapter 17
		30	Costs, scale of production and break-even analysis	Chapter 18
	16	31	Costs, scale of production and break-even analysis (continued)	Chapter 18
		32	Costs, scale of production and break-even analysis (continued)	Chapter 18
	17	33	Achieving quality production	Chapter 19
		34	Location decisions	Chapter 20
	18	35	Location decisions (continued) + Quiz (On section 4)	Chapter 20
Section 5				
Financial information and decisions	18	36	Business finance: needs and sources	Chapter 21
	19	37	Business finance: needs and sources (continued)	Chapter 21
		38	Business finance: needs and sources (continued)	Chapter 21
	20	39	Cash-flow forecasting and working capital	Chapter 22
		40	Cash-flow forecasting and working capital (continued)	Chapter 22
	21	41	Income statements	Chapter 23
		42	Statement of financial position	Chapter 24
	22	43	Analysis of accounts+ Quiz (On section 5)	Chapter 25
Section 6				
Impact of Government and the economy on business	22	44	Government economic objectives and policies	Chapter 26
	23	45	Environmental and ethical issues	Chapter 27
		46	Business and the international economy+ Quiz (On section 6)	Chapter 28
Test and Question Solving	24	47	Mock test – Question paper solving	
		48	Mock test – Question paper solving	

During Question and Answer Session, students can discuss with the instructor about their doubts regarding any specific topic, exercise or exam.