



TRAILL
INTERNATIONAL SCHOOL

Business Studies

IGCSE Business Studies



YEAR 9 OPTION BOOKLET: 2024-2026

Subject: Business Studies

Course Title: IGCSE Business Studies

Why study this subject: IGCSE Business Studies allows candidates to gain lifelong skills, which includes understanding different forms of business organisations, the environments in which businesses operate and business functions such as marketing, operations and finance. The course also puts emphasis on the appreciation of and the critical role of people in business success. In addition it develops candidate's confidence levels in their ability to calculate and interpret business data and also analysis of business situations. From this, they make their decisions and justify them accordingly with facts and evidence.

Aims of this subject: The aims, which are not listed in order of priority, are to enable candidates to:

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

- Develop an awareness of the nature and significance of innovation and change within the context of business activities.

Assessment at a glance:

Candidates take:

Paper 1 – 1½ hours

Short-answer questions and structured/data response questions. There will be no choice of questions.

50% of total marks.

Paper 2 1½ hours

Four questions arising from a given case-study (not pre-released). There will be no choice of questions.

50% of total marks.

Assessment objectives

The four assessment objectives in IGCSE Business Studies are:

- Knowledge and understanding
- Application
- Analysis
- Evaluation

Curriculum Content:

1. Understanding Business Activity

- 1.1 Business Activity as a means of adding value and helping to satisfy customers' needs
- 1.2 Classification of local and national firms into primary, secondary and tertiary sectors
- 1.3 Enterprise, business growth and size
- 1.4 Types of business organisation
- 1.5 Business objectives and stakeholder objectives
- 1.6 Aims of private and public sector organisations
- 1.7 Business growth and measurement of size

2. People in business

- 2.1 Motivating workers
- 2.2 Organisation and management
- 2.3 Recruitment, selection and training workers
- 2.4 Internal and external communication

3. Marketing

- 3.1 The role of marketing
- 3.2 Market research
- 3.3 Marketing mix
- 3.4 Marketing strategy

4. Operations management

- 4.1 Production of goods and services
- 4.2 Costs, scale of production and break-even analysis
- 4.3 Achieve quality production
- 4.4 Location decisions

5. Financial information and decisions

- 5.1 Business finance: needs and sources
- 5.2 Cash flow forecasting and working capital
- 5.3 Income statement
- 5.4 Balance sheets
- 5.5 Analysis of accounts

6. External influences

- 6.1 Government economic objectives
- 6.2 Environmental and ethical issues
- 6.3 Business and the international economy

Further Studies and Careers

A Business Studies IGCSE qualification is a good grounding for studying A-Level Business or Economics. Furthermore, a Business Studies IGCSE can help you pursue a degree in Business, Management or Finance at university. You can study a wide variety of business related degrees at many universities and business schools all around the world.

Many Business Studies students go into management and administration jobs in businesses and in commercial businesses, and a business studies qualification can also be helpful to get into finance, banking or insurance. But skills in management and marketing are also required in other areas such as charity, social work and local government; while a knowledge of business is also important for consultancy, certain teaching jobs and for financial journalists.