

# O LEVEL Business Studies – Scheme of work

## Course overview

The aim of this Scheme of Work is to set out a progression through the Syllabus content, and to give ideas for activities, together with references to relevant Internet sites.

**The Scheme is neither intended to be prescriptive, nor complete, as local conditions will vary: time and resource availabilities are likely to differ considerably. More, the Scheme is intended to give ideas to teachers upon which they can build. It is certainly not intended that teachers undertake all of the activities shown in the various units – that would be impossible in the time usually available – but rather to offer choices which could depend on local conditions.**

**Timings for topics have not been given, as there is a great deal of variability in time available for the qualification from centre to centre.**

The Scheme generally follows the Syllabus, but the order in which topics are addressed has been adjusted to give a coherent flow to the course. The specification has been sub-divided into seven units, each covering a theme. The progression through these themes has been designed to build on students' own experiences, and to ensure that students have sufficient basic knowledge and understanding to tackle the more challenging issues.

The Units are:

- Unit 1 Business Activity
- Unit 2 Marketing
- Unit 3 Production
- Unit 4 People & Work
- Unit 5 Business Organisations
- Unit 6 Business Finance & Accounting
- Unit 7 External Influences

For more detail, see Course Detail.

Within each unit, references have been made to the recommended course textbook: IGCSE Business Studies Second Edition by Karen Borrington and Peter Stimpson (ISBN 0-7195-7223-1) and to the accompanying Teachers Guide to be published in the form of a CD-ROM, please note that this information is also relevant to the O Level (7115) syllabus.

The course is ideal to run alongside a Young Enterprise style activity, and some references are made to this where appropriate. For more detail, see [www.cie.org.uk](http://www.cie.org.uk) , [www.youngenterprise.org.uk](http://www.youngenterprise.org.uk) , [www.jaintl.org](http://www.jaintl.org).

# Course Units

## 1. Business Activity

- 1.1 Introduction
- 1.2 Business Activity as a means of adding value and helping to satisfy customers needs
- 1.3 Classification of local and national firms into primary, secondary and tertiary sectors
- 1.4 Business growth and measurement of size
- 1.5 Business objectives and their importance
- 1.6 Stakeholders and their differing objectives
- 1.7 Aims of private and public sector organisations
- 1.8 Revision

## 2. Marketing

- 2.1 The role of marketing
- 2.2 Market research
- 2.3 Presentation and use of results
- 2.4 Market segmentation
- 2.5 Mass and niche marketing
- 2.6 Marketing mix
- 2.7 Product
- 2.8 Price
- 2.9 Distribution
- 2.10 Promotion
- 2.11 Marketing strategy
- 2.12 Marketing budget
- 2.13 Revision

## 3. Production

- 3.1 Using resources to produce goods and services
- 3.2 Methods of production
- 3.3 Scale of production
- 3.4 Quality control
- 3.5 Location decisions
- 3.6 Efficiency
- 3.7 Costs and their classification
- 3.8 Break-even analysis
- 3.9 Revision

## 4. People and Work

- 4.1 Role of work in satisfying human needs
- 4.2 Methods of financial reward
- 4.3 Non-financial rewards
- 4.4 Management styles and motivation methods
- 4.5 Stages of recruitment and selection
- 4.6 Training methods
- 4.7 Dismissal and redundancy

- 4.8 Workforce and the working environment
- 4.9 Revision

## **5. Business Organisations**

- 5.1 Relationship between business objectives, growth and organisation
- 5.2 Types of business organisation
- 5.3 Limited and unlimited liability
- 5.4 Growth of multinational organisations
- 5.5 Control and responsibility
- 5.6 Internal organisation
- 5.7 Communication
- 5.8 Methods of communication
- 5.9 Revision

## **6. Business Finance and Accounting**

- 6.1 Use of funds
- 6.2 Short and long term financial needs
- 6.3 Sources of internal and external funds
- 6.4 Factors affecting the methods of finance chosen
- 6.5 Cash and cashflow forecasts
- 6.6 Profit
- 6.7 Users of accounts
- 6.8 Purpose and main elements of profit and loss account
- 6.9 Purpose and main elements of balance sheet
- 6.10 Simple interpretation of financial statements using ratios
- 6.11 Working capital
- 6.12 Financial budgets
- 6.13 Revision

## **7. External Influences**

- 7.1 Mixed and market economies
- 7.2 Key features of own national economy
- 7.3 Business reactions to market change
- 7.4 Competition and business
- 7.5 Business cycle
- 7.6 Government influence over decision making by using economic policy measures
- 7.7 Impact of business decisions on people, the economy and the environment
- 7.8 Government economic policy measures
- 7.9 Impact of technology on business
- 7.10 Ethical issues
- 7.11 Workforce and the working environment
- 7.12 The consumer
- 7.13 International trade
- 7.14 Problems of entering new markets abroad
- 7.15 Exchange rates
- 7.16 Concept of exchange rates and how changes in them affect businesses
- 7.17 External costs and benefits
- 7.18 Revision

## Some Internet sites reviewed

### GENERAL

[www.cie.org.uk](http://www.cie.org.uk)

Cambridge International, particularly for current information, discussion board, contacts. Watch developments

[www.youngenterprise.org.uk](http://www.youngenterprise.org.uk)

Information on running a young enterprise scheme

[www.jaintl.org](http://www.jaintl.org)

International version of young enterprise

### UK GOVERNMENT

[www.statistics.gov.uk](http://www.statistics.gov.uk)

UK national statistics

[www.competition-commission.gov.uk](http://www.competition-commission.gov.uk)

[www.hm-treasury.gov.uk](http://www.hm-treasury.gov.uk)

[www.statistics.gov.uk/nbase/](http://www.statistics.gov.uk/nbase/)

UK statistics on anything plus questions

International Governments

[www.economy.gov.ae](http://www.economy.gov.ae)

United Arab Emirates

[www.ipa.gov.pg](http://www.ipa.gov.pg)

Papua New Guinea

[www.mop.gov.kw](http://www.mop.gov.kw)

Kuwait

[www.mof.gov.sa](http://www.mof.gov.sa)

Saudi Arabia

[www.gov.bw](http://www.gov.bw)

Botswana

[www.mec.go.ke](http://www.mec.go.ke)

Kenya

[www.pak.gov.pk](http://www.pak.gov.pk)

central point for information on Pakistan

[www.finance.gov.pakistan](http://www.finance.gov.pakistan)

Financial and economic data, policies

## **THE BBC**

[www.bbc.co.uk/education/home](http://www.bbc.co.uk/education/home)

Exceptional site: resources, links, information about useful TV programmes

[www.bbc.co.uk](http://www.bbc.co.uk)

Excellent for news, education, probably one of the best web sites available

[www.bbc.co.uk/webguide/education/](http://www.bbc.co.uk/webguide/education/)

A useful starting place for education resources

[www.news.bbc.co.uk/hi/english/business/newsid](http://www.news.bbc.co.uk/hi/english/business/newsid)

Business news

## **Newspapers**

[www.economist.com](http://www.economist.com)

excellent for world economic news

[www.telegraph.co.uk](http://www.telegraph.co.uk)

news articles since 1994 plus very useful links

[www.ft.com](http://www.ft.com)

The leading UK and International business newspaper  
Analysis of many business issues including economic, company, ethical, international. Excellent but heavy going

[www.the-times.co.uk](http://www.the-times.co.uk)

Particularly good for UK business news

[www.brecorder.com](http://www.brecorder.com)

Pakistan business newspaper

[www.buenosariesherald.com](http://www.buenosariesherald.com)

Argentina

[www.nmegi.bw](http://www.nmegi.bw)

Botswana

[www.metimes.com](http://www.metimes.com)

Egypt

[www.nationaudio.com/news/dailynation](http://www.nationaudio.com/news/dailynation)

[www.lexpress-net.com](http://www.lexpress-net.com)

Mauritius

[www.tiare.net.pg/independent](http://www.tiare.net.pg/independent)

Papua New Guinea

[www.arabnews.com](http://www.arabnews.com)

Saudi Arabia

[www.abc.es](http://www.abc.es)

Spain

[www.bangkokpost.com](http://www.bangkokpost.com)

Thailand

[www.gulfnews.com](http://www.gulfnews.com)

Kuwait

## **INTERNATIONAL**

[www.commonwealth.org.uk](http://www.commonwealth.org.uk)

excellent for information about countries around the world

[www.carol.co.uk](http://www.carol.co.uk)

Company Annual Reports on-line Europe, America, Asia

[www.worldbank.org](http://www.worldbank.org)

International data

[www.wto.org](http://www.wto.org)

Trade information

[www.educationindex.com](http://www.educationindex.com)

US site with links to statistics

[www.imf.org](http://www.imf.org)

International Monetary Fund

[www.ilo.org](http://www.ilo.org)

International labour site, useful for HRM, Union issues

[www.top20economics.com](http://www.top20economics.com)

Useful link to US economics sites

## **UK EDUCATION SITES**

[http://web.utk.edu/~jwachowi/wacho\\_world.html](http://web.utk.edu/~jwachowi/wacho_world.html)

A superb site for linking to financial information, spreadsheets, OHP's and links to most sites dealing with finance and accounting (US)

[www.thetimes100.co.uk](http://www.thetimes100.co.uk)

100 business case studies – excellent

[www.tutor2u.net](http://www.tutor2u.net)

Outstanding  
Any information you want  
Many links to other sites  
Resources, revision, essay plans etc.

[www.justbiz.com](http://www.justbiz.com)

Global and ethical issues  
Articles, essays, links

[www.stfelix.sch.uk/business](http://www.stfelix.sch.uk/business)

pages of direct relevance to business studies students

[www.kevinsplayroom.co.uk](http://www.kevinsplayroom.co.uk)

in the GNVQ section there are links to very useful sites

[www.topmarks.co.uk](http://www.topmarks.co.uk)

excellent for links

[www.bized.ac.uk](http://www.bized.ac.uk)

set up for UK A level business students  
manage the UK economy  
Company facts

[www.businessteacher.co.uk](http://www.businessteacher.co.uk)

Resources for teachers

[www.osl-ltd.co.uk](http://www.osl-ltd.co.uk)

Free resources

[www.bestofbiz.com](http://www.bestofbiz.com)

London Business School information site.  
Information, tools, resources  
Beyond A level but easy to use as it starts with basic ideas

[www.learn.co.uk](http://www.learn.co.uk)

Aimed at teachers  
Lots of useful activities  
Subscription (but keep an eye on CIE developments)  
Mainly GCSE  
Uses Guardian newspapers  
Good case material plus answers

[www.digitalbrain.com](http://www.digitalbrain.com)

Some useful resources

[www.kingston.ac.library](http://www.kingston.ac.library)

Kingston University library resources

## REVISION

[www.bbc.co.uk/schools/gcsebitesize/business/](http://www.bbc.co.uk/schools/gcsebitesize/business/)

Excellent revision site

[www.revision-notes.co.uk](http://www.revision-notes.co.uk)

Revision notes

[www.s-cool.co.uk](http://www.s-cool.co.uk)

Revision site

Hints for exam prep

Information

## OTHER SITES OF INTEREST

[www.greenpeace.org.uk](http://www.greenpeace.org.uk)

A pressure group for the environment

Great deal of data on business and environmental issues

[www.co-operativebank.co.uk](http://www.co-operativebank.co.uk)

Ethical issues

[www.novo.dk](http://www.novo.dk)

Danish company with strong ethical principles

[www.vodafone.co.uk](http://www.vodafone.co.uk)

Charts a rapid expansion from nothing to a global business in 20 years

[www.yahoo.com](http://www.yahoo.com)

Useful search engine

[www.which.net](http://www.which.net)

UK Consumer Association site

[www.dyson.com](http://www.dyson.com)

Manufacturer of vacuum cleaners. Useful for R&D, location

[www.icnet.uk](http://www.icnet.uk)

[www.natwest.co.uk](http://www.natwest.co.uk)

UK bank, useful for background information and starting a business

[www.barclays.co.uk](http://www.barclays.co.uk)

UK bank

[www.coca-cola.com](http://www.coca-cola.com)

Useful for general resources, case material

[www.pepsi.com](http://www.pepsi.com)

Useful for general resources, case material



[www.celltech.co.uk](http://www.celltech.co.uk)

Pharmaceutical company with big research programme

[www.bpamoco.com](http://www.bpamoco.com)

Multinational oil company

[www.tuc.org.uk](http://www.tuc.org.uk)

UK Trades Union Congress, useful for labour issues

[www.tgwu.org.uk](http://www.tgwu.org.uk)

UK Trades Union

[www.mcdonalds.com](http://www.mcdonalds.com)

Some ethical issues, useful information

[www.yellowpages.co.uk](http://www.yellowpages.co.uk)

Useful for identifying types of business

[www.hrmguide.net](http://www.hrmguide.net)

A guide to UK HRM issues. Subscription

[www.asa.org.uk](http://www.asa.org.uk)

Advertising watchdog

[www.admedia.org](http://www.admedia.org)

Internet advertising resources

[www.ecomfocus.com](http://www.ecomfocus.com)

E-commerce issues

[www.tka.co.uk](http://www.tka.co.uk)

Marketing articles

[www.mec.go.ke](http://www.mec.go.ke)

Kenyan quality control site

[www.piqc.com.pk](http://www.piqc.com.pk)

Pakistan quality control site

## **INVESTMENT**

[www.fool.co.uk](http://www.fool.co.uk)

About investing therefore good for sources of finance  
Good information on UK companies

[www.thestreet.co.uk](http://www.thestreet.co.uk)

Another investment site

[www.citywire.co.uk](http://www.citywire.co.uk)

latest financial information

[www.eye4money.com](http://www.eye4money.com)

US site

Information on international companies

[www.londonstockexchange.com](http://www.londonstockexchange.com)

invaluable source for UK businesses

[www.xrefer.com](http://www.xrefer.com)

reference, dictionaries, searches

## **SOFTWARE**

[www.jumbo.com](http://www.jumbo.com)

free software to download

[www.ferl.becta.org.uk](http://www.ferl.becta.org.uk)

Useful for links to some free resources also software to buy