

Unit 1 Business Activity

The intention of this unit is to introduce students to the basic concepts of business and the business world, and to provide a framework for other units in the course.

There is no requirement for prior knowledge, however students should develop knowledge of, and interest in the business world around them. The unit lends itself well to assignment-based activity, in which students are guided through activities that help them to find out about the basic concepts. The assignment could be based around local businesses and aims to get students to identify and classify businesses in relation to their size, nature and objectives. This assignment can be used to assess the students' performance in this unit.

The topics will require access to a suitable textbook. For this purpose, O Level Business Studies Second Edition by Karen Borrington and Peter Stimpson is recommended.

Chapters relating to this unit are chapters 1 and 2. There are also suitable class activities and worksheets on the accompanying CD-ROM.

The topics covered in this unit are:

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

Related topics appear in Unit 7, External Influences.

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 it 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.

	Topic	Specification	Chapter	Activities	Resources	Glossary
1.1	Introduction			Get students to make a presentation in groups to address the question "What makes a successful business?" Draw out the key features of the course (Marketing, HRM, Finance, Production).	Some means for students to make presentation e.g. flipchart.	Marketing Human Resource Management Production Finance External Influences
1.2	Business activity as a means of adding value and meeting customer need	Demonstrate understanding of business activity in adding value and helping to satisfy the needs of customers in a changing competitive environment		Discuss the complete process from source to finished product in making furniture (from forest to customers room) bringing out concepts of customer, value added, consumer needs		Final customer Intermediate customer Consumer Value added
		Explain the purposes of business activity in terms of the objects of non-profit making activity, private enterprise and public enterprise	1	Discover extent of public sector in students' own country	Visit the website of the national government. See resource list for some ideas	Public sector Private sector Privatisation Profit

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1.3	Classification of local and national firms into primary, secondary and tertiary sectors.	Describe and classify business activity in terms of primary, secondary and tertiary sectors.	2	Class investigation to identify nature and importance of each sector in own country. May be useful to do comparison with another country. Worksheet on IGCSE CD-ROM.	Visit Government websites and explore National Government Statistics e.g. www.economy.gov.ae (UAE) www.economy.gov.eg (Egypt) www.ipa.gov.pg (Papua New Guinea) www.gov.bw (Botswana) http://www.bccthai.com/ (Thailand) www.mop.gov.kw (Kuwait), www.saudinf.com (Saudi Arabia) www.investinspain.org (Spain) www.statistics.gov.uk (UK) www.pak.gov.pk , (Pakistan) www.commonwealth.org.uk IGCSE Business Studies CD-ROM	De-industrialisation on Primary, Secondary Tertiary.
		Demonstrate an awareness of the changes that have taken place in these sectors within own country.				
1.4	Business growth and measurement of size.	Show knowledge of the methods and problems of measuring the size of business units.	2	Students classify a variety of businesses by turnover, profit, labour, capital employed, outlets. Problems brought out through discussion of results.	Use local sources or www.bized.co.uk www.carol.co.uk . Look at change in size of www.vodafone.co.uk	Turnover Profit Capital Employed
		Why businesses grow and expand, problems connected with this and how this might be overcome.				
1.5	Business objectives and their importance.	Describe and explain the private and public sectors as a way of organising business activity.	1	Teacher lead discussion and case study (Amway). Compare with a public sector organisation (e.g. a	www.thetimes100.co.uk and follow links to Amway via companies. The Coca-Cola case study would also be useful to look at.	Strategic decisions Tactical decisions.

	Topic	Specification	Chapter	Activities	Resources	Glossary
				hospital).		
1.6	Stakeholders and their differing objectives		1	Student group activity – identify stakeholders in a business by identifying them in an annual report.	Choose a large business in the country and access its accounts on the net, or find a multi-national that operates in the country from www.carol.co.uk	Stakeholder.
1.7	Aims of private and public sector organisations.	Demonstrate an awareness of the aims and objectives of enterprises in both private and public sectors.	1	Compare the objectives of a hospital with those of McDonalds.		
1.8	Revision	End of unit test.			Multiple choice questions e.g. IGCSE Business Studies CD-ROM, revision websites such as Student www.learn.co.uk , www.revision-notes.co.uk and www.bbc.co.uk/schools/gcsebitesize/business/ and revision questions at end of chapters of IGCSE Business Studies textbook.	