

# MARINA INTERNATIONAL SCHOOL

## BUSINESS STUDIES SCHEME OF WORK

### FORM 4 - TERM 1

WEEK	TOPIC	TOPIC DETAILS
1.1	Business activity : The purpose and nature of business activity:	Concepts of needs, wants, scarcity and opportunity cost <ul style="list-style-type: none"><li>• Importance of specialization</li><li>• Purpose of business activity</li><li>• The concept of adding value and how added value can be increased</li></ul>
2.1	2 Classification of businesses: Business activity in terms of primary, secondary and tertiary sectors	Basis of business classification, using examples to illustrate the classification Reasons for the changing importance of business classification, e.g. in developed and developing economies
2.2	Classify business enterprises between private sector and public sector in a mixed economy	Basis of business classification, using examples to illustrate the classification Reasons for the changing importance of business classification, e.g. in developed and developing economies
3.1	Enterprise, business growth and size: Enterprise and entrepreneurship	Characteristics of successful entrepreneurs Contents of a business plan and how business plans assist entrepreneurs Why and how governments support business start-ups, e.g. grants, training schemes
3.2	The methods and problems of measuring business size:	Methods of measuring business size, e.g. number of people employed, value of output, capital employed (profit is not a method of measuring business size) Limitations of methods of measuring business size
4.1	Why some businesses grow and others remain small	<ul style="list-style-type: none"><li>• Why the owners of a business may want to expand the business</li><li>• Different ways in which businesses can grow</li><li>• Problems linked to business growth and how these might be overcome</li><li>• Why some businesses remain small</li></ul>

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
5.1	Why some (new or established) businesses fail:	Causes of business failure, e.g. lack of management skills, changes in the business environment, liquidity problems. Why new businesses are at a greater risk of failing
5.2	The main features of different forms of business organisation:	Sole traders, partnerships, private and public limited companies.
6.1	The main features of different forms of business organisation	Franchises and joint ventures Differences between unincorporated businesses and limited companies Concepts of risk, ownership and limited liability Recommend and justify a suitable form of business organisation to owners/management in a given situation Business organisations in the public sector, e.g. public corporations
7.1	Business objectives and stakeholder objectives:Need for business objectives and the importance of them	Need for business objectives and the importance of them
7.2	Businesses can have several objectives and the importance of them can change:	Different business objectives, e.g. survival, growth, profit and market share Objectives of social enterprises
7.3	The role of stakeholder groups involved in business activity:	Main internal and external stakeholder groups Objectives of different stakeholder groups
7.4	Differences in the objectives of private sector and public sector enterprises	Objectives of different stakeholder groups How these objectives might conflict with each other, use examples
8.1	Motivating employees :The importance of a well-motivated workforce:	Why people work and what motivation means The benefits of a well-motivated workforce: labour productivity, reduced absenteeism and labour turnover • The concept of human needs, e.g. Maslow's hierarchy • Key motivational theories: Taylor and Herzberg
9.1	Methods of motivation	Financial rewards, e.g. wage, salary, bonus, commission and profit sharing Non-financial methods, e.g. job enrichment, job rotation, teamworking, training, opportunities for promotion Recommend and justify appropriate method(s) of motivation in given circumstances

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
10.1	Organisation and management	<p>Draw, interpret and understand simple organisational charts:            Simple hierarchical structures: span of control, levels of hierarchy, chain of command</p> <p>Roles and responsibilities of directors, managers, supervisors, other employees in an organisation and inter-relationships between them</p>
11.1	The role of management	<p>Functions of management, e.g. planning, organising, coordinating, commanding and controlling</p> <p>Importance of delegation; trust versus control</p>
12.1	Leadership styles:	<ul style="list-style-type: none"> <li>• Features of the main leadership styles, e.g. autocratic, democratic and laissez-faire</li> <li>• Recommend and justify an appropriate leadership style in given circumstances</li> </ul>
12.2	Trade unions:	What a trade union is and the effects of employees being union members
13.1	Recruitment, selection and training of employees	<ul style="list-style-type: none"> <li>• Recruitment and selection methods</li> <li>• Difference between internal recruitment and external recruitment</li> <li>• Main stages in recruitment and selection of employees</li> </ul>
14.1	REVISION	Revision
15.1	EXAMS	Exams

# BUSINESS STUDIES SCHEME OF WORK

## FORM 4 - TERM 2

WEEK	TOPIC	TOPIC DETAILS
1.1	Recruitment, selection and training of employees	Recommend and justify who to employ in given circumstances Benefits and limitations of part-time employees and full-time employees
1.2	The importance of training and the methods of training	Importance of training to a business and to employees • Benefits and limitations of induction training, on-the-job training and off-the-job training
2.1	Why reducing the size of the workforce might be necessary	Difference between dismissal and redundancy with examples Understand situations in which downsizing the workforce might be necessary, e.g. automation or reduced demand for products Recommend and justify which employees to make redundant in given circumstances
2.2	Legal controls over employment issues and their impact on employers and employees:	• Legal controls over employment contracts, unfair dismissal, discrimination, health and safety, legal minimum wage
3.1	Internal and external communication :Why effective communication is important and the methods used to achieve it:	<ul style="list-style-type: none"> <li>• Effective communication and its importance to business</li> <li>• Benefits and limitations of different communication methods including those based on information technology (IT)</li> <li>• Recommend and justify which communication method to use in given circumstances</li> </ul>
4.1	Demonstrate an awareness of communication barriers:	How communication barriers arise and problems of ineffective communication; how communication barriers can be reduced or removed

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
5.1	Marketing, competition and the customer : The role of marketing	Identifying customer needs Satisfying customer needs Maintaining customer loyalty Building customer relationships
6.1	Market changes	Why customer/consumer spending patterns may change The importance of changing customer needs Why some markets have become more competitive How businesses can respond to changing spending patterns and increased competition
6.2	Concepts of niche marketing and mass marketing:	Benefits and limitations of both approaches to marketing
7.1	How and why market segmentation is undertaken	How markets can be segmented, e.g. according to age, socio-economic grouping, location, gender Potential benefits of segmentation to business Recommend and justify an appropriate method of segmentation in given circumstances
7.2	Market research : The role of market research and methods used:	<ul style="list-style-type: none"> <li>• Market-orientated businesses (uses of market research information to a business)</li> <li>• Primary research and secondary research (benefits and limitations of each)</li> </ul>
8.1	The role of market research and methods used:	<ul style="list-style-type: none"> <li>• Methods of primary research, e.g. postal questionnaire, online survey, interviews, focus groups</li> <li>• The need for sampling</li> <li>• Methods of secondary research, e.g. online, accessing government sources, paying for commercial market research reports</li> <li>• Factors influencing the accuracy of market research data</li> </ul>
9.1	2 Presentation and use of market research results:	<ul style="list-style-type: none"> <li>• Analyse market research data shown in the form of graphs, charts and diagrams; draw simple conclusions from such data</li> </ul>
9.2	Marketing mix - Product:	<ul style="list-style-type: none"> <li>• The costs and benefits of developing new products</li> <li>• Brand image; impact on sales and customer loyalty</li> <li>• The role of packaging</li> </ul>
10.1	Marketing mix - Product:	<ul style="list-style-type: none"> <li>• The product life cycle: main stages and extension strategies; draw and interpret a product life cycle diagram</li> <li>• How stages of the product life cycle can influence marketing decisions, e.g. promotion and pricing decisions</li> <li>• Extension Strategies</li> </ul>

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
11.1	Marketing Mix - Price	<ul style="list-style-type: none"> <li>• Pricing methods (benefits and limitations of different methods), e.g. cost plus, competitive, penetration, skimming, and promotional</li> <li>• Recommend and justify an appropriate pricing method in given circumstances</li> <li>• Understand the significance of price elasticity: difference between price elastic demand and price inelastic demand; importance of the concept in pricing decisions (knowledge of the formula and calculations of PED will not be assessed)</li> <li>• Factors influencing Pricing decision</li> </ul>
12.1	REVISION	Revision
13.1	EXAMS	Exams

# BUSINESS STUDIES SCHEME OF WORK

## FORM 4 - TERM 3

WEEK	TOPIC	TOPIC DETAILS
1.1	Marketing Mix : Place – distribution channels	<ul style="list-style-type: none"> <li>• Advantages and disadvantages of different channels, e.g. use of wholesalers, retailers or direct to consumers</li> <li>• Recommend and justify an appropriate distribution channel in given circumstances</li> </ul>
1.2	Promotion:	<ul style="list-style-type: none"> <li>• The aims of promotion</li> <li>• Different forms of promotion and how they influence sales, e.g. advertising, sales promotion</li> <li>• The need for cost-effectiveness in spending the marketing budget on promotion</li> </ul>
2.1	Technology and the marketing mix:	<ul style="list-style-type: none"> <li>• Define and explain the concept of e-commerce</li> <li>• The opportunities and threats of e-commerce to business and consumers</li> <li>• Use of the internet and social media networks for promotion</li> </ul>
3.1	Marketing strategy - Justify marketing strategies appropriate to a given situation:	<ul style="list-style-type: none"> <li>• Importance of different elements of the marketing mix in influencing consumer decisions in given circumstances</li> <li>• Recommend and justify an appropriate marketing strategy in given circumstances</li> </ul>
3.2	The nature and impact of legal controls related to marketing:	Impact of legal controls on marketing strategy, e.g. misleading promotion, faulty and dangerous goods
4.1	The opportunities and problems of entering new foreign markets	<ul style="list-style-type: none"> <li>• Growth potential of new markets in other countries</li> <li>• Problems of entering foreign markets, e.g. cultural differences and lack of knowledge</li> <li>• Benefits and limitations of methods to overcome such problems, e.g. joint ventures, licensing</li> </ul>

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
5.1	Production of goods and services : The meaning of production	<ul style="list-style-type: none"> <li>• Managing resources effectively to produce goods and services</li> <li>• Difference between production and productivity</li> <li>• Benefits of increasing efficiency and how to increase it, e.g. increasing productivity by automation and technology, improved labour skills</li> <li>• Why businesses hold inventories</li> </ul>
6.1	The main methods of production:	<p>The concept of lean production: how to achieve it, e.g. just-in-time inventory control and Kaizen; benefits of lean production</p> <ul style="list-style-type: none"> <li>• Features, benefits and limitations of job, batch and flow production</li> <li>• Recommend and justify an appropriate production method for a given situation</li> </ul>
7.1	How technology has changed production methods,	How technology has changed production methods, e.g. using computers in design and manufacturing
7.2	Costs, scale of production and break-even analysis - Identify and classify costs:	<p>Classifying costs using examples, e.g. fixed, variable, average, total</p> <p>Use cost data to help make simple cost-based decisions, e.g. to stop production or continue</p>
8.1	Break-even analysis	<ul style="list-style-type: none"> <li>• The concept of break-even</li> <li>• Construct, complete or amend a simple break-even chart</li> <li>• Interpret a given chart and use it to analyse a situation</li> </ul>
9.1	Break-even analysis	<ul style="list-style-type: none"> <li>• Calculate break-even output from given data</li> <li>• Define, calculate and interpret the margin of safety</li> <li>• Use break-even analysis to help make simple decisions, e.g. impact of higher price</li> <li>• Understand the limitations of break-even analysis</li> </ul>
10.1	Economics and diseconomies of scale:	<p>The concept of economies of scale with examples, e.g. purchasing, marketing, financial, managerial, technical</p> <ul style="list-style-type: none"> <li>• The concept of diseconomies of scale with examples, e.g. poor communication, lack of commitment from employees, weak coordination</li> </ul>
10.2	Achieving quality production	What quality means and why it is important for all businesses

<b>WEEK</b>	<b>TOPIC</b>	<b>TOPIC DETAILS</b>
10.3	Why quality is important and how quality production might be achieved:	The concept of quality control and how businesses implement quality control The concept of quality assurance and how this can be implemented
11.1	REVISION	Revision
12.1	EXAMS	Exams