

**Dawood Public School**  
**Course Outline 2017-18**  
**Business Studies**  
**Class XI**

**Endorsed Text book:**

Borrington, K. & Stimpson, K, 2006. IGCSE Business Studies, 3rd Edition, London, John Murray.

**Further Reading:**

Butler, K, & Hardy, J. 2001. GCSE Business Studies, 3rd Edition, Oxford University Press.

**MONTHLY DISTRIBUTION OF SYLLABUS**

**August**

**10. Marketing, Competition and the Customers (Borrington, K.) Page Nos. 131 - 141**

- Role of Marketing
- Understanding Market Changes
- What is meant by a Market?
- Market Segments

**Learning outcomes:**

After reading this unit the students will be able to:

- Define and explain the role of marketing.
- Explain why market changes occur, such as when spending patterns change or there is increased competition, and how businesses can respond to these changes.
- Understand the difference between mass marketing and niche marketing
- Define market segmentations, explain its benefits and recommend and justify an appropriate method of segmentation in given circumstances.

**11. Market research (Borrington, K.) Page Nos. 142 -155**

- Why is market research needed?
- Primary research
- Methods of primary research
- Secondary research
- Who carries out market research?
- Accuracy of market research information
- Presentation of data from market research
- Alternative ways of presenting information for course work

**Learning outcomes:**

After reading this unit the students will be able to:

- appreciate the need for market research
- identify when primary or secondary research would be suitable to gather data for a particular purpose
- understand how a business carries out market research and limitations of market research
- understand the factors that influence the accuracy of market research
- Present, analyze and interpret simple market research data

**\*\*Assessment Method:** Home assignment, test and activity.

## September

### **12. The marketing mix: product and packaging (Borrington, K.) Page Nos. 156 - 167**

- The role of product in the marketing mix
- Product development
- The importance of branding
- The role of packaging in the marketing mix
- The product life cycle

#### **Learning outcomes:**

After reading this unit the students will be able to:

- identify the different types of products which are sold
- understand what makes a product successful
- understand how a new product is developed
- understand what is meant by brand name and why it is important
- identify the important characteristics of the packaging for a product
- identify the different stages of the product life cycle from information about sales, pricing, promotion and profitability
- ways to extend the product life cycle

**\*\*Assessment Method:** Assignment, test and activity.

### **13. The marketing mix: price (Borrington, K.) Page Nos. 168 - 174**

- The role of price in the marketing mix
- Price determination in a free market
- Pricing strategies

#### **Learning outcomes:**

After reading this unit the students will be able to:

- understand how prices are determined in the market and what influences demand and supply of products
- understand the different pricing strategies a business can use
- select a suitable strategy for a particular business situation/objective

**\*\*Assessment Method:** Assignment, test and activity.

## October

### **14. The marketing mix: promotion (Borrington, K.) Page Nos. 168 - 174**

- Advertising
- Promotion
- Personal selling
- Public relations
- Customer service

#### **Learning outcomes:**

After reading this unit the students will be able to:

- understand the different aims of promotion
- select appropriate types of advertising for different products/business objectives
- select appropriate types of promotion for different products/business objectives
- understand what is meant by public relations
- plan a promotional and advertising campaign

**\*\*Assessment Method:** Assignment, test and activity.

### **15. The marketing mix: place (Borrington, K.) Page Nos. 175 - 187**

- The role of place in the marketing mix
- Channels of distribution
- Drawing up a marketing plan/strategy
- The nature and impact of legal controls related to marketing **[NEW]**
- The opportunities and problems of entering new markets abroad **[NEW]**

#### **Learning outcomes:**

After reading this unit the students will be able to:

- understand the different channels of distribution
- select the most suitable channel of distribution for a given product
- Explain the importance of different elements of the marketing mix in influencing consumer decisions in given circumstances
- Recommend and justify an appropriate marketing strategy in given circumstances
- Identify the impact of legal controls on marketing strategy, e.g. misleading promotion, faulty and dangerous goods **[NEW]**
- Identify growth potential of new markets in other countries**[NEW]**
- Explain problems of entering foreign markets, e.g. cultural differences and lack of knowledge **[NEW]**
- Benefits and limitations of methods to overcome such problems, e.g. joint ventures**[NEW]**

#### **Technology and the marketing mix: [NEW]**

After reading this unit the student will be able to:

- Define and explain the concept of e-commerce
- The opportunities and threats of e-commerce to business and consumers
- Use of the internet and social networks for promotion

**\*\*Assessment Method:** Assignment, test and activity.

### **November**

### **26. Government Economic Objectives and Policies (Borrington, K.) Page Nos. 316 – 328**

- Government Economic Objectives
- Government Economic Policies
- How Businesses react to changes in Economic Policies

#### **Learning outcomes:**

After reading this unit the students will be able to:

- Explain the Economic Objectives of Governments.
- Understand the Business Cycle
- Understand the different types of government economic policy
- Explain the ways in which business activity might be affected by government economic decisions and how businesses might respond.

**\*\*Assessment Method:** Test

### **Revision for Mid Term Examinations**

### **December**

### **Mid Term Examinations**

## **\*\*Scheme of Assessment**

Candidates must be entered for the following papers:

- (i) Paper 1
- (ii) Paper 2

### **Description of papers**

Paper 1 (1½ hours)

A paper containing short-answer questions and structured/data response questions.

There will be no choice of questions.

Paper 2 (1½ hours)

Candidates will be presented with a business situation or problem, and required to answer questions arising from it.

There will be no choice of questions.

## **January**

### **27. Environmental and ethical issues (Borrington,K.) Page Nos. 329 -339**

- Business activity and the environment.
- Externalities
- Sustainable development
- Responding to environmental pressures and opportunities
- Ethical issues

#### **Learning outcomes:**

After reading this unit the students will be able to:

- Explain how business activity can damage the environment and lead to externalities.
- Define ways in which businesses can respond to the threats and opportunities of environmental issues such as aiming for sustainable development.
- Explain the role of pressure groups in influencing business decisions.
- Define ethical decision making and explain why some businesses consider this important.

**\*\*Assessment Method:** Assignment and test.

### **28. Business in the international economy (Borrington, K.) Page Nos. 340 – 348**

- Globalisation
- Why some governments introduce tariffs and quotas
- Multinational businesses
- Exchange Rates

#### **Learning outcomes:**

After reading this unit the students will be able to:

- understand what exchange rates are and how changes in them affect business, specially importers and exporters
- Explain what globalization is and why it is important
- Explain why multinational businesses are created and understand their impact.

**\*\*Assessment Method:** Assignment and test.

## **REVIEW OF NEW CONTENT IN THE SYLLABUS**

- Importance of micro-finance in developing economies
- Maintaining customer loyalty; building customer relationships

- Benefits and limitations of different communication methods including those based on information technology (IT)
- Benefits and limitations of part-time and full-time workers
- Objectives of social enterprises
- Why some (new or established) businesses fail:
- Causes of business failure, e.g. lack of management skills, changes in the business environment
- Why new businesses are at a greater risk of failing
- Enterprise and entrepreneurship:
  - o Characteristics of successful entrepreneurs
  - o Contents of a business plan and how business plans assist entrepreneurs
  - o Why and how governments support business start-ups, e.g. grants, training

## **February**

Past Papers practice

Revision

## **March**

### **Mock Examinations**

#### **Scheme of Assessment**

Candidates must be entered for the following papers:

- (i) Paper 1
- (ii) Paper 2

#### **Paper Weighting**

Paper 1- 50%

Paper 2- 50%

#### **Description of papers**

Paper 1 (1½ hours)

A paper containing short-answer questions and structured/data response questions.

There will be no choice of questions.

Paper 2 (1½ hours)

Candidates will be presented with a business situation or problem, and required to answer questions arising from it.

There will be no choice of questions.

**\*\* Subject to change on the discretion of the teacher.**