

Dawood Public School
Course Outline 2019-20
Cambridge O Level Business Studies 7115
Grade XI

Endorsed Text book:

Borrington, K. & Stimpson, K, 2006. IGCSE Business Studies, 4th Edition, London, John Murray.

Further Reading:

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

Monthly Course Distribution

Month	Content
August	Marketing, Competition and the Customers Market Research
September	The Marketing Mix: Product and Packaging The Marketing Mix: Price
October	The Marketing Mix: Promotion The Marketing Mix: Place
November	Location Decision Revision for Mid-Year Examination
December	Mid-Year Examination
January	Costs, Scale of Production and Break-even Analysis Achieving Quality Production
February	Organisation and Management Recruitment, Selection and Training of Workers
March	Recruitment, Selection and Training of Workers Internal and External Communication
April	Financial Information and Financial Decisions Revision for Final Examination
May	Final Examination

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 (1.5 hours)

Students will attempt a paper containing short-answer questions and structured/data response questions.

There will be no choice of questions.

Paper 2 (1.5 hours)

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

There will be no choice of questions.

SYLLABUS CONTENT

August

Chapter 10: Marketing, Competition and the Customers (Borrington, K. - Pages 131-141)

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

Learning Objectives

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

Chapter 11: Market Research (Borrington, K. - Pages 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 Objectives

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

Chapter 12: The Marketing Mix: Product and Packaging (Borrington, K. - Pages 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 Objectives

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
- Describe ways to extend the product life cycle

**Assessment Method: Assignment, test and activity

Chapter 13: The Marketing Mix: Price (Borrington, K. - Pages 168-174)

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

Learning Objectives

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

Chapter 14: The Marketing Mix: Promotion (Borrington, K. - Pages 168-174)

- Advertising
- Promotion
- Personal selling

- Public relations
- Customer service

Learning Objectives

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

Chapter 15: The Marketing Mix: Place (Borrington, K. - Pages 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
- The opportunities and problems of entering new markets abroad

Learning Objectives

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
- Identify growth potential of new markets in other countries
- Explain problems of entering foreign markets, e.g. Cultural differences and lack of knowledge
- Benefits and limitations of methods to overcome such problems, e.g. joint ventures

Chapter 17: Technology and the Marketing Mix (Borrington, K. - Pages 197-202)

Learning Objectives

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

Chapter 26: Government Economic Objectives and Policies (Borrington, K. - Pages 316-328)

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

Learning Objectives

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

November – Revision for Mid Year Examination

December – Mid Year Examination

January

Chapter 27: Environmental and Ethical Issues (Borrington, K. - Pages 329-339)

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

Learning Objectives

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

Chapter 28: Business in the International Economy (Borrington, K. - Pages 340-348)

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

Learning Objectives:

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:
 - 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

February – Practice with Past Papers

March – Mock Examination

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