



## IGCSE Business Studies Long Term Curriculum Plan

<b>Subject: Business Studies 2015/2016</b>				
<b>Year Group</b>	<b>Term 1 (Aug – Oct)</b>	<b>Term 2 (Oct – Dec)</b>	<b>Term 3 (Jan – Mar)</b>	<b>Term 4 (Mar – Jun)</b>
<b>Year 10</b>	<b>Business activity</b> <ul style="list-style-type: none"> <li>• Business Activity - needs &amp; wants, specialisation, opportunity cost</li> <li>• Classification of businesses</li> <li>• Enterprise, business growth and size</li> <li>• Types of business organisation</li> <li>• Business objectives and stakeholder objectives</li> </ul>	<b>People in Business</b> <ul style="list-style-type: none"> <li>• Motivating workers</li> <li>• Organisation and management</li> <li>• Recruitment, selection and training of workers</li> <li>• Internal and external communication</li> </ul>	<b>Marketing</b> <ul style="list-style-type: none"> <li>• Marketing, competition and the customer</li> <li>• Market research</li> <li>• Marketing mix</li> </ul>	<b>Marketingcontd</b> <ul style="list-style-type: none"> <li>• Marketing strategy</li> </ul> <b>Production</b> <ul style="list-style-type: none"> <li>• Production of goods and services</li> <li>• Costs, scale of production and break-even analysis</li> <li>• Achieving quality production</li> <li>• Location decisions</li> </ul>
		<b>T2 Christmas Exams</b>		<b>T4 May Exams</b>