

Studying Business Studies

Business Studies provides pupils with the opportunity to learn about how businesses are run and what makes them successful. We apply a range of concepts to real life businesses and aim to answer questions such as:

- Which pricing strategy should a business use?
- How has technology changed the way businesses operate?
- What is the best way for a business to motivate its staff?
- Why are some businesses experiencing an increase in profit, whilst others are failing?

The Course Content

Business Studies develops pupils' understanding of business activity in the public and private sectors, and the importance of innovation and change. Pupils find out how the major types of business organisation are established, financed and run, and how their activities are regulated. Factors influencing business decision-making are also considered, as are the essential values of cooperation and interdependence.

Pupils not only study business concepts and techniques, but also enhance related skills such as numeracy and enquiry.

The course is divided into 6 areas:

1. Understanding business activity
2. People in business
3. Marketing
4. Operations management
5. Financial information and decisions
6. External influences on business activity

Assessment of the Course

Written Examination

100%

NEA/Coursework

No

The department follows the Cambridge IGCSE Business Studies specification. Pupils sit two examinations at the end of the Fifth Year:

- Paper 1 (1 hour 30 minutes) – Short answer and data response
- Paper 2 (1 hour 30 minutes) – Case study

Further Information

For further information, please speak to Miss Curl or visit:

<https://www.cambridgeinternational.org/programmes-and-qualifications/cambridge-igcse-business-studies-0450/>

