IGCSE BUSINESS STUDIES

Why should I choose Business Studies?

Business studies give you a general understanding of the business activity in the public and private sectors. It equips you with the skills, knowledge and understanding which employers seek.

During the first year of the IGCSE, students learn how businesses are organized and owned, and topics as varied as the internal working of the company. Students develop both critical and analytical skills, by means of solving case studies.

The topics covered are:

- The purpose of business Activity and its types
- Forms of Business Activity: Sole trader, partnership, private companies and Plc's
- Government influences of Business
- Accounting, the basics of profit and loss account, balance sheet and ratio analysis
- Organisation Structure, Communication, motivation
- Employee - Employer associations, trade unions

During the second year of the course, some of the portions covered are marketing, organizing production and location of business. The assessments are done by giving students case studies relating to the topic covered. The student is required to write an answer using the knowledge acquired and relating it to the case study. The case studies are chosen from IGCSE past papers.

The Final IGCSE Exam consists of two papers of 100 marks each. In Paper 1 there are five case studies worth 20 marks each. The second paper is a long case study worth 100 marks each, which carries a similar weightage of 50%.

Business Studies is a broad discipline that will provide students with a range of skills and knowledge to help choose their specialization later as a career, whether it be as Marketing head or a Human resource manager. It is designed for the student who needs to be able to analyze a business, write a report or read a balance sheet.

The students are enthusiastic about business because it is dynamic and ever-changing. Various topics like profit being the sole motive of business, with people working only for financial gains, product oriented business or market oriented business are debated and discussed. This gives the students the skills to express their views and to listen to counter-arguments. Role plays like a mock trade union are conducted, where one group represents employees and another represents the employer. A thorough discussion is carried out by the employees discussing their problems, and the employers defend their stand. Most current business news is discussed.

Benefits

After gaining an initial knowledge of Business, students are qualified for a wide range of careers in the public and private sectors, including Business, Finance, Journalism, Marketing, Public Sector Management, etc. They have taken up a variety of careers, including:

- Banking
- Accountancy
- Retail
- Running the family Business
- Higher Education
- Local Government
- Manufacturing
- Self-employed (establishing own business).

For further information, contact:
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