

# IGCSE-9

## BUSINESS STUDIES SYLLABUS

### SESSION 2021-22

<b>MONTH</b>	<b>UNIT</b>	<b>CHAPTER</b>
APRIL	Understanding Business Activity	<ul style="list-style-type: none"> <li>• Business Activity</li> <li>• Classification of business</li> <li>• Enterprise, Business and growth</li> </ul>
JUNE	Understanding Business Activity	<ul style="list-style-type: none"> <li>• Types of business organisations</li> <li>• Business objectives and Stakeholder objectives</li> <li>• Motivating workers</li> </ul>
JULY	People in business	<ul style="list-style-type: none"> <li>• Organisation and management</li> <li>• Recruitment ,Selection and training of workers</li> <li>• Internal and external communication</li> </ul>
AUGUST	People in business Marketing	<ul style="list-style-type: none"> <li>• Marketing, competition and the customer</li> <li>• Marketing Research</li> <li>• The marketing mix: product</li> </ul>
SEPTEMBER	<b>Revision for half yearly</b>	
OCTOBER	Marketing	<ul style="list-style-type: none"> <li>• The marketing mix: price</li> <li>• The marketing mix: place</li> <li>• The marketing mix: promotion</li> </ul>
NOVEMBER	Marketing  Operations management	<ul style="list-style-type: none"> <li>• Technology and marketing mix</li> <li>• Marketing Strategy</li> <li>• Production of goods and services</li> </ul>
DECEMBER	Operations management	<ul style="list-style-type: none"> <li>• Costs, scale of production and break even analysis</li> <li>• Achieving quality production</li> </ul>
JANUARY		<ul style="list-style-type: none"> <li>• Location decisions</li> </ul>
FEBRUARY	<b>REVISION FOR ANNUAL EXAMINATION</b>	