



## Course Content

Section 3: Marketing (continued) - This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. (p.158-212).

Section 4: Operations Management - The second area of study will be centred around Operations Management. The focus is the functional area of production and includes the meaning and methods of production and how productivity can be increased. This section will continue in year 11 (p.214-228).

Students need to demonstrate knowledge and understanding of facts, terms, concepts, conventions, theories and techniques commonly applied to or used as part of business behaviour, and the ability to apply knowledge and understanding of facts, terms, concepts, conventions, theories and techniques.

Students also need to be able demonstrate that they can distinguish between evidence and opinion in a business context as well as order, analyse and interpret information in narrative, numerical and graphical forms, using appropriate techniques, and need to present reasoned explanations, develop arguments, understand implications and draw inferences as well as make judgements, recommendations and decisions.

## Resources

1. Cambridge IGCSE Business Studies 5<sup>th</sup> Edition - Borrington & Stimpson (Pages 158-212)
2. Misc. Textbooks, CIE & Teacher Resources (Past Papers)

## Assessment

- Class Assessments (40%) – Activities and Exam-Style Questions.
- Classwork and Homework (30%) – Note Taking, Workbook, Worksheets.
- Periodical Testing (30%) – End of Unit Tests.