



## Course Content

Unit 8: Markets and customers - Understand the purpose of marketing and how it helps to achieve enterprise aims. Be able to explain how marketing benefits customers in terms of giving information and enabling more informed decisions. Understand methods of market research which will help to identify potential customers. (Pp.95-106)

Unit 9: Help and support for enterprise - Identify and understand the sources of formal and informal help and support available to enterprises and evaluate their effectiveness. (Pp.109-112)

Unit 10: Communication - Understand that communication methods may be formal or informal, depending on the audience and the method. (Pp.115-128)

Students need to demonstrate knowledge and understanding of the concepts, skills and terminology relating to enterprise, apply knowledge and critical understanding to familiar and unfamiliar enterprise problems and issues, develop communication materials appropriate for the intended audience and purpose and analyse, interpret, and evaluate information, plus explore and find solutions to enterprise problems and issues.

## Resources

1. Oxford University Press Complete Enterprise for Cambridge IGCSE, Cook & King (Pp. 57-92)
2. Misc. Textbooks, CIE & Teacher Resources and Past Papers

## Assessment

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