



# BUSINESS

In IGCSE Business the students use case-studies always based on a real international business.

TOPIC	
<b>Business Activities and influences on business</b>	Business objectives Types of organisations Classification of businesses Decisions on location Business and the international economy Government objectives and policies External factors What makes a business successful
<b>People in business</b>	Internal and external communication Recruitment and selection process Training Motivation and rewards Organisation structure and employees
<b>Business Finance</b>	Business finance- sources Cash flow forecasting Costs and break-even analysis Financial documents Accounts analysis
<b>Marketing</b>	Market research The market The marketing mix
<b>Business Operations</b>	Economies and diseconomies of scale Production Factors of production Quality Control

## Assessment

### Paper 1: Investigating Small Businesses

The question scenarios are based on a small business – up to 49 employees  
Examination of 1 hour 30 minutes

### Paper 2: Investigating Large Businesses

The question scenarios are based on a large business - more than 250 employees. Assessment  
Examination of 1 hour 30 minutes