



Term 1	Term 2	Term 3	Working towards
<p>We will be following the Cambridge iGCSE curriculum.</p> <p>Within these units we will learn:</p> <p>Unit 3: Marketing Branding and Promotion</p> <p>Learning aim A: Explore the use of branding and the promotional mix in business. This will involve the importance of branding to businesses, the promotion in businesses, elements of the promotional mix and their purposes of promotional activities in business. Their assessment focuses on key elements of AO1, 2 3, 4. Knowledge, application, analysis and evaluation. Students will complete a set of assessments that covers marketing, branding promotion and the marketing mix, they will be given a mixture of exam techniques in sessions to enable them to develop exam practices.</p> <p>Teacher will assess their learning through A01-A04 and monitor</p>	<p>Within these units we will learn:</p> <p>Unit 4: Learners will apply financial accounting to different types of business, including partnerships, non-profit-making businesses and manufacturing businesses.</p> <p>In this unit, you will develop a greater understanding of the accounting records for different types of business, in particular the end-of-year financial statements for partnerships, non-profit-making businesses and manufacturing businesses. You will learn how to produce the final accounts for these types of business along with other related accounting records and ledger accounts. You will need to use your analytical skills to consider the differing capital structures, legal requirements and financial information which are required by these types of business. The unit will help you to progress to an accounting apprenticeship or to one of the higher</p>	<p>Within these units we will learn:</p> <p>Knowledge, application, analysis and evaluation.</p> <p>Unit 5 : International Business and the economy</p> <p>The aim of this unit is to introduce learners to the role played by international business. The importing and exporting of goods and services are important economic activities to any economy. Learners will study national and international businesses and the framework in which they operate.</p> <p>Learners will develop an understanding of the importance of international business by considering current data on trade which will establish the level of current activity and will introduce some of the important terms used in international business. Up to date information is available in the financial press and from government departments. To understand the context of international business, learners should consider why international business activities are important. Many</p>	<p>End of IGCSE Business Studies exam</p>



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<p>progress and record performance.</p> <p>Teachers will use tasks to assess core module learning objectives and monitor progress.</p>	<p>education routes in business financial management.</p> <p>In this unit you will: A Understand different types of businesses and their capital structure B Examine the end-of-year financial statements for partnerships C Explore the end-of-year financial statements for non-profit-making organisations D Explore manufacturing accounts.</p> <p>Teacher will assess A01-AO4 and monitor student track progress.</p>	<p>businesses see overseas markets as an opportunity for growth and they adopt a range of strategies to enable this. Some manufacturers may just sell their products in new markets but others may move some of their manufacturing overseas to take advantage of lower operating costs. They will be given a wide range of assessments, case studies, and materials based on their knowledge in this unit.</p> <p>End of Unit test will be given at the end of the term.</p>	
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Books you may find useful:

	<p>Cambridge IGCSE Business Studies 4th edition 26 Apr 2013 by Karen Borrington and Peter Stimpson</p>
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