

**The City School**  
Curriculum Distribution Chart



## Class 9

Year Aug 2017 to May 2018

**Subject: Business Studies**

**CIE Code 7115**

FIRST TERM			Section 1: Understanding Business Activity	
Chapter	Topic		Week	Learning Outcomes
	No			
Introduction	0.1	Introduction	1	Introducing students to business community
Business Activity	1.0	Business Activity: Needs, wants Demand, Economic Problem, Factors of Production	2	Candidates should be able to : a. Develop the basic concept of business and its purpose b. Develop the basic concept of Added Value
	1.1	Business Activity: Specialization, Division of Labor, Added Value	3	
Classification of Businesses	2.0	Classification of Business: Stages of Economic Activity	4	Candidates should be able to : a. Develop understanding of different level of business activity b. Develop understanding of economic sector and its relative importance
	2.1	Classification of Business: Economic Sectors, Mixed Economies	5	
Business Objectives & Stakeholder's Objectives	5.0	Business Objectives: Reasons & Purpose	6	Candidates should be able to : a. Develop the understanding of importance of business objectives b. Develop the ability to identify and relate different stakeholders of the business c. Develop the ability to differentiate private and public sector objectives.
	5.1	Business Objectives: Stakeholders	7	
	5.2	Business Objectives: Private and Public Sector Objectives	8	
Enterprise,	3.0	Entrepreneurship: Characteristics and Pros and	9	Candidates should be able to:

Business Growth & Size		Cons		a. Introduce the students with world renowned entrepreneurs and ways they achieved success. b. Develop the ability to identify the elements of business plan. c. Develop the ability of students to compare business based on different measures of business size. d. Develop the ability of students to identify growth opportunity and evaluate scenarios
	3.1	Business Plan: Format and Importance	10	
	3.2	Business Size: Stakeholders interested and ways to compare	11	
	3.3	Business Growth: Ways, Types & Problems	12	
Types of Business Organizations	4.0	Types of Business Organizations: Sole Trader & Partnerships	13	Candidates should be able to: a. Develop the understanding of sole traders and partnerships b. Develop the understanding of private and public ltd companies. c. Develop the concept of joint ventures d. Develop the concept of franchising and differentiation of franchisor and franchisee e. Develop the concept of government own
	4.1	Types of Business Organizations: Private and Public Limited Companies	14	
	4.2	Types of Business Organizations: Joint Ventures	15	
	4.3	Types of Business Organizations: Franchising and public sector enterprises	16	
		Revision		
<b>Month December 2017</b>				
		Mid-Year Examination		

SECOND TERM			Section 2: People in Business		
Chapter	Topic		Week		Learning Outcomes
	No				
Term Overview		Revision			Revise all connecting concepts to begin the new syllabus content
Motivating Workers	6.0	Motivation: Reasons & Purposes	17		Candidates should be able to: a. Develop the basic concept of people’s motivations b. Develop the understanding of how researcher have explain motivation. c. Develop the understanding of motivating people through non – financial and other means
	6.1	Motivation: Motivational Theories	18		
	6.2	Motivation: Financial Rewards	19		
	6.3	Motivation: Non-Financial Rewards & Job Satisfaction	20		
Organization & Management	7.0	Organizational Structure & Organizational Chart	21		Candidates should be able to: a. Develop the understanding of hierarchical and functional division of the organization b. Develop the understanding of roles and responsibilities of managers.
	7.1	Management: Role & Responsibilities	22		
	7.2	Management: Types of Managers & Leaders	23		c. Develop the concept of leaders, managers and their difference d. Develop the concept of delegation and trade unions
	7.3	Management: delegation & Trade Unions	24		

Recruitment, Selection & Training of Workers	8.0	Human Resource Department: Roles & Responsibilities	25	Candidates should be able to: a.Develop the idea of Human Resource Department and its requirements in business b.Develop the understanding of how the recruitment process begins
	8.1	Recruitment Process: Job description, Specification and Job Advertisement	26	
	8.2	Recruitment Process: Job application, Interview and rejecting applicants	27	c.Develop the concept and understanding of making final selection of workers for business d.Develop the concept of downsizing and restructuring a business e. Develop the idea that how laws and government may help workers and protect them. f. Develop the understanding of the working of operations department
	8.3	Training: types and Purpose	28	
	8.4	Downsizing: Dismissal Redundancy and Workforce Planning	29	
	8.5	Legal Controls over Employment Issues	30	
	8.6	Operations Department: Roles and Responsibilities		
Internal & External Communication	9.0	Why effective communication is important and the methods used to achieve it	31	Candidates should be able to: a. Understand the need for effective communication. b. identify and explain the different methods of communication, c. select and justify which method to use in given circumstances. identify the main barriers to effective communication d. explain how the barriers to communication can be overcome
	9.1	An awareness of communication barriers	32	
Revision		All Topics Cover		

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**Class 10**

**Year Aug 2017 to May 2018**

<b>Subject: Business Studies</b>	<b>CIE Code 7115</b>
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First Term			Section 4: Operations Management			
Chapter	Topic		Week		Learning Outcomes	
	No					
Year Overview		Revision	1		Revise all connecting concepts to begin the new syllabus content	
Production	1.0	Production, Productivity, Wastes, Methods of production	2		Candidates should be able to: a. demonstrate knowledge of production, methods and productivity. b. recommend and justify use of different methods.	
Production	1.1	Lean production, Inventory management, Technology in production	3		Candidates should be able to: a. demonstrate knowledge of production, methods and productivity. b. recommend and justify use of different methods.	
Cost scale of production and break even analysis	2.0	Identify and classify costs:	4		Candidates should be able to: a. Identify and classify costs and use cost data to help make simple cost-based decisions. b. identify and explain the concepts of economies and diseconomies of scale	
	2.1	Economies and diseconomies of scale				
	2.2	Explain, interpret and use a simple break-even chart	5		c. explain, interpret and use a simple break-even chart	
			Section 3 Marketing			
Marketing, Competition and	3.0	The role of Marketing and Market changes	6		Candidates should be able to: a. Identify customer needs, and understand how and why it is important for businesses to satisfy the needs of both existing	

the customers	3.1	Concepts of niche marketing and mass marketing:		and new customers
	3.2	How and why market segmentation is undertaken		b. Identify and explain the benefits and limitations of each approach to marketing (niche and mass) c. identify how and why market segmentation is undertaken. d. Select and justify an appropriate method of segmentation in given circumstances.
			<b>Section 5 Financial Information and Financial Decision</b>	
Business Finance: Needs & Sources	4.0	The need for business finance:	7	Candidates should be able to: a. Understand the need for business finance.
	4.1	The main sources of capital:	8	b. Identify and explain the main sources of capital, c. Select, recommend and justify appropriate source(s) of finance in given circumstances.
Cash flow Forecasting and Working Capital	5.0	The importance of cash and of cash-flow forecasting	9	Candidates should be able to: a. Understand the importance of cash and of cash-flow forecasting
	5.1	Working capital	10	
Income Statements	6.0	What profit is and why it is important:	11	Candidates should be able to: a. identify and explain the main features of an Income statement,
	6.1	Income statements		b. Use simple Income statements in decision making.
Balance Sheet	7.0	The main elements of a balance sheet:	12	Candidates should be able to: a. Identify and explain the main elements of a balance sheet,
	7.1	Interpret a simple balance sheet and make deductions from it, e.g. how a business is financing its activities and what assets it owns, sale of inventories to raise finance (constructing balance sheets will not be examined)		b. Interpret a simple balance sheet and make deductions from it,
Analysis of Accounts	8.0	How to interpret financial statements by calculating and analyzing accounting ratios:	13	Candidates should be able to: a .Interpret financial statements by calculating and analyzing accounting ratios. b. Explain the concept of liquidity.

				c. Explain why and how accounts are used to help make decisions
	8.1	Liquidity:		
	8.2	Why and how accounts are used	14	
Revision		All Topics Cover	15 16	
<b>SECOND TERM</b>			<b>Section 2 People in Business</b>	
Term Overview		Revision		Revise all connecting concepts to begin the new syllabus content
Location Decisions	20.0	The main factors influencing the location and relocation decisions of a business:	17	Candidates should be able to: a. Identify and explain the main factors influencing the location and relocation decisions of a business, b. Recommend and justify an appropriate location for business in given circumstances.
	20.1	Factors relevant to the location decision of manufacturing businesses and service businesses		
	20.2	Factors that a business could consider when deciding which country to locate operations in		
	20.3	The role of legal controls on location decisions		
	20.4	Recommend and justify an appropriate location for a business in given circumstances		
			<b>Section 4 Operations Management</b>	
Achieving Quality Production	10.0	Why quality is important and how quality production might be achieved	18	Candidates should be able to: a. Understand why quality is important and how quality production might be achieved
			<b>Section 3 Marketing</b>	
Market Research	11.0	The role of market research and methods	19	a. Understand the need for market research. b. Identify and explain the stages of

		used			market research c. Explain the limitations of market research data. d. Present, analyse and interpret simple market research information
	11.1	Presentation and use of market research results	20		
Revision		All Topics Cover			



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## Class 11

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**Subject: Business Studies**

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FIRST TERM			Section 3: Marketing	
Chapter	Topic		Week	Learning Outcomes
	No			
Introduction	Introduction			Introducing students to business community
Marketing Mix: Product	12.1	Importance & types of Product, Product Development, Wide & narrow Range of Products	1	Candidates should be able to :  a. Develop the understanding of Product and Developmental process and keeping or discontinuing product range. b. Develop the understanding of branding, packaging, and PLC
	12.2	Branding, Packaging, Product Life Cycle	2	
Marketing Mix: Price	13.1	Importance of Price, Role of Demand and Supply (including Theory of PED)	3	Candidates should be able to : a. Develop understanding of importance of price and price determination through demand and supply. b. Develop the understanding of methods of pricing and how changing price will affect business.
	13.2	Pricing Methods and effects of change in pricing	4	
Marketing Mix: Promotion	14.1	Role of Promotion	5	Candidates should be able to : a. Develop the understanding of how promotion is essential in marketing mix b. Develop the understanding of Advertising concerns in business c. Develop the understanding of all other elements of promotion
	14.2	Advertising aims, process and media	6	
	14.3	Sales promotion, public relations, personal selling, customer service	7	

		and technology		mix and role of technology and customer service in promotion
Marketing Mix: Place	15.1	Role of Place and Distribution Channels	8	Candidates should be able to : a. Develop understanding of importance of distribution and multiple options of distribution b. Develop understanding of how different methods including e-commerce works and factors affecting selection of distribution channels
	15.2	Methods of Distribution, E-commerce and Factors affecting place	9	
Marketing Strategy	16.1	Target Market, Legal controls over marketing and aspects of entering new market abroad	10	Candidates should be able to : a. Develop understanding of how marketing strategy works and how legal system may affect marketing decisions b. Develop understanding of international marketing and marketing across national boundaries
			<b>Section 6: External Influences on Business Activity</b>	
Government Economic Objectives and Policies	26.1	Government Objectives and aspects of them affecting business community	11	Candidates should be able to : a. Develop understanding of achievement of government objectives may influence business community b. Develop understanding of how government policies may affect business community
	26.2	Government Policies and aspects of them affecting business community	12	
Environmental and Ethical Issues	27.1	Social responsibility, externality, sustainable development, pressure groups and ethical decisions	13	Candidates should be able to : a. Develop understanding of social responsibilities, externalities and developing business community sustainably b. Develop understanding of pressure groups may influence business and government intervention in making businesses socially responsible
Business & International Economy	28.1	Globalization, MNCs, Protectionism and Exchange rates	14	Candidates should be able to : a. Develop understanding of phenomenon and different aspects globalization and its effects on businesses b. Develop understanding of influence of MNCs on business community in a country
Revision			15, 16	
<b>Month December 2017</b>				
		Mid-Year Examination		

Second TERM				
Chapter	Topic		Week	Learning Outcomes
	No			
Paper Pattern and Techniques	1	Paper Pattern and Techniques	17	Better understanding of how to attempt paper
Section 1	2	Understanding Business Activity	18	Revision
Section 2	3	People in Business	19	Revision
Section 3	4	Marketing	20	Revision
Section 4	5	Operations Management	21	Revision
Section 5	6	Financial Information and Financial Decisions	22	Revision
Section 6	7	External Influences on Business Activity	23	Revision
Past Papers	8	All Syllabus	24	Revision