

**Chris J. Nuttall and Medi Houghton**

Cambridge IGCSE

# **Business Studies**

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# Introduction

## Welcome to the International GCSE in Business Studies

This book is designed to help as you progress through your course. It has been specially written to cover the Cambridge International Examinations IGCSE Business Studies syllabus that you will be following.

The syllabus is divided into five sections and the structure of the book reflects these, closely following the order of the syllabus.

## How will this book help you?

*Cambridge IGCSE Business Studies* is an up-to-date and lively text, which uses an enquiry-based and active approach to the subject. It does not assume any prior knowledge of business, although as you progress you will probably find that many of the businesses that you come across in these pages are familiar.

*Cambridge IGCSE Business Studies* is divided into 42 short units to provide convenient and manageable bite-sized areas of learning. Each unit begins with learning objectives, followed by a brief introduction. Each unit has a 'Business in context' case study, which presents a real world or realistic setting for the topic of the unit. Questions based on the case study will give you the opportunity to apply your knowledge to a given situation.

Each unit also contains a series of Activities, which will encourage you to think about, discuss or carry out activities to explore a topic for yourself, and tips to help you do well in your exam.

Key business terms are highlighted in bold and are listed with definitions at the end of each unit. Exemplar exam questions are provided at the end of each unit, similar to those found on papers one and two. These are designed to give you the chance to practise the type of question you are likely to encounter in the examinations. At the end of each unit you will also find a summary of the main points covered and a revision mind map.

## Using the Student's CD-ROM

A Student's CD-ROM is provided at the back of your Coursebook. This is designed to support the activities found in the Coursebook and will help you prepare for your exam. Always attempt the questions in the Coursebook *before* you use the answers provided on the CD-ROM.

There is a section with ideas on 'How to do well in your exam', and a glossary of the key terms from the Coursebook, which you will need to learn.

The CD-ROM includes revision practice questions and answers for each unit, along with model answers for the exemplar exam questions. Do not worry if your answers are different from the ones provided on the CD-ROM. Many questions are 'open-ended' which means that there are usually a number of possible answers.

There are also multiple-choice and short-answer questions (with answers) for each section of the syllabus. Although you won't come across multiple-choice questions in the exam, it is a good way for you to have fun and test your growing knowledge as you work your way through each section of the Coursebook.

## What papers will you have to sit?

The CIE IGCSE examination consists of three papers, one of which, paper 3, is optional.

Paper 1 contains short-answer questions and structured data-response questions. This paper is compulsory. You should attempt to answer all the questions asked.

Paper 2 is based on a single case study. You should attempt to answer all the questions arising from it. This paper is also compulsory.

Paper 3 consists of coursework and will be assessed by your school or college. You will have to submit a single piece of written work. Your coursework assignment should be related to a particular business situation, or problem, and should take the form of a response to a clearly formulated question. Your assignment should be between 3 000 and 4 000 words in length. This will take about 20% of the course time for the subject as a whole. Your teacher will tell you whether or not you will be taking this paper.

If papers 1 and 2 are taken without the coursework option, each paper carries 50% of the total marks. If the coursework option is taken, papers 1 and 2 carry 40% and paper 3 carries 20% of the total marks.

Papers 1 and 2 are 1 hour and 45 minutes long.

## How should you approach coursework assignments?

If you are taking the coursework option, you should discuss the topic question with your teacher so that you know what is involved. Don't start too early, or you won't have progressed in your course far enough. But don't leave it too late, either, or you will not have time to gather all the information you need.

When starting your coursework assignment you need to think about its purpose and how you are going to obtain

the information you need. While this Coursebook, and your teacher, will help you gain the background knowledge required, you will have to do some of your own research. There are various sources of information you will find helpful in this. Your school, or local library, may be able to help, or you may be able to find some useful information on the internet.

Sooner or later, however, you will have to contact a business organisation. Don't worry, you will probably find they are quite happy to help and supply you with the information you are looking for. Write a short, polite letter, explaining who you are, what you want to know and why you want the information. Allow the business time to reply – it could be five or six weeks before they have time to think about your request.

Do not start to write your assignment until you have enough information. If you start writing too soon you may find that you have to do it all over again when some new information comes to hand. But again, don't leave it too late or you will have to rush and not produce your best work. Try to allow yourself time to complete the assignment, put it aside for a few days, and then read through it to see that you are satisfied with it. Don't forget to check your spelling and grammar. If you have access to a computer, it is easy to use the spell and grammar checkers that come with most word-processing software.

Once again, welcome to the course. We hope you enjoy your studies and wish you every success.

*Chris Nuttall and Medi Houghton*