

**Mark Fisher, Medi Houghton and Veenu Jain**

Cambridge IGCSE®

# **Business Studies**

## **Coursebook**

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Mark Fisher Medi Houghton and Veenu Jain  
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# Introduction

This book has been specifically written to support the latest Cambridge IGCSE® Business Studies (0450) syllabus, which will first be examined in 2015. It is also suitable for the Cambridge O level Business Studies (7115) syllabus, and may prove useful for students following other courses covering similar topics.

Written in clear and accessible language, it will enable you to gain the knowledge, understanding and skills required to study successfully at this level.

## Syllabus and examination

The Cambridge IGCSE syllabus consists of two separately examined papers. You must take both papers in order to be awarded the IGCSE. Paper 1 consists of short answer and structured response questions, while Paper 2 is a case study.


The book provides thorough support to tackle both papers. Exam-style short answer and structured response questions are included at the end of each chapter, with an exam-style case study at the end of each section.

In addition, Chapter 27 explains the structure of each paper in more detail. This chapter also focuses on examination skills and technique. It includes advice on how to approach all key exam question types. You should read the relevant section of the exam technique chapter *before* addressing practice questions to remind yourself of the principles of answering each type of question.

## How to use this book

The book is designed to be a practical guide using questions and case studies to help develop understanding, and assumes no prior knowledge of the topics. The structure of the book is aligned to the syllabus order with sections and chapters within the book following syllabus headings to aid learning. However, chapters do not need to be studied in this order.

Each chapter has a similar structure. The content is introduced in a way that is relevant to real life, and learning objectives set out the aims of the chapter. The main features are as follows:

-  **KEY TERM**  
 Key terms help you identify and understand important concepts. A glossary of all the key terms and their definitions is included at the end of the book.
- ACTIVITY 1.3**  
 Activities build key skills required by the learning objectives – application, analysis and evaluation – and will help to consolidate learning. Many of the activities include a case study-style scenario, followed by questions.
- CASE STUDY**  
 Case studies from around the world put the topic into a real-life context.



Fast forward/rewind show where concepts appear elsewhere in the book, providing students with a handy link to support their learning.



Top tips offer guidance and advice on key points.



Explore! provides ideas for extra activities to broaden understanding of the topic.



Test yourself questions aid self-assessment and reinforce knowledge.



Example boxes put theory in to context by providing worked examples.

### Revision checklist



Summary points at the end of the chapter consolidate learning.

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### Exam practice questions

Exam practice questions will help you to familiarise yourself with the style of questions seen in examination, and assess your own understanding and skills to answer them.

### Exam-style case study

Case study questions at the end of each unit offer extensive help to practice answering case study-style questions.

## The CD-ROM

The CD-ROM contains additional resources to help consolidate key concepts and check understanding. These include:

- mind maps
- revision questions
- multiple choice questions
- crosswords, word searches and other fun activities.