

PRE U F Business: Course Summary

Materials and resources: Course Book: Business Studies for IGCSE, Dransfield and Needham

Evaluation 1

Business Basics Introduction to business Business departments Adding value Entrepreneurs Dragon's Den
Sole traders, partnerships Unlimited liability & risk
Limited companies Limited liability Franchises
Business objectives
Stakeholders
Business location Ppt and notes

Evaluation 2

Intro to marketing Market changes
Niche and mass marketing Market segmentation
Market Research: Primary & secondary Methods and presenting data
Marketing Mix: product Price Place Promotion
Revenue and costs Economies of scale
Break Even charts Ppt break even
Sources of finance
Cash flow

Evaluation 3

Intro to motivation Maslow TED talks video why do people work?
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Taylor Herzberg
Payment systems Fringe benefits Non-financial rewards
Motivation exam
Management styles