



Curriculum Description for London IGCSE

BUSINESS STUDIES (4330)

There are two routes of assessment

- 100% examination
- 80% examination and 20% coursework
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Summary of Scheme of Assessment

Paper/Component	Mode of Assessment	Weighting	Length
1 OR 2	Examination Paper 1F, targeted at grades C-G (Foundation Tier)	80%	1.5 hours
2	Examination Paper 2H, targeted at grades A*-D (Higher Tier)	80%	1.5 hours
3 OR 4	Examination Paper 3, targeted at grades A*-G (common to both tiers)	20%	1 hour
4	Coursework Component 4, targeted at grades A*-G (common to both tiers)	20%	As advised

Students are entered at either Foundation Tier or Higher Tier, in consultation with their subject teacher.

SUMMARY OF SPECIFICATION CONTENT

Section	Content Summary
Business Activity and the Changing Environment	<p>This section examines the objectives of businesses, the changing environment and the criteria for judging success. The focus is on the importance of clear business objectives and on how the business environment provides opportunities for, and imposes constraints upon, the pursuit of those objectives.</p> <ul style="list-style-type: none"> • Business Objectives • Types of Organisation • Factors of Production • Primary, Secondary and Tertiary Activity • Location • Government Influences on Business Activity and Objectives • Technology and Environmental Influences • Judging Success
Human Resources	<p>This section looks at people in the organizations with a focus on their roles, relationships and management in business.</p> <ul style="list-style-type: none"> • Internal Organisation • Communication • Recruitment and Selection • Training • Motivation and Rewards
Accounting and Finance	<p>This section focuses on the use of accounting and financial information as an aid to decision-making.</p> <ul style="list-style-type: none"> • External and Internal Sources of Finance • Budgets and Cash Flow Forecasts • Cost and Break-even Analysis • Final Accounts • Ratios and Performance
Marketing	<p>This section focuses on identifying and satisfying customer needs in a changing and competitive international environment.</p> <ul style="list-style-type: none"> • The Market • The Marketing Mix • Market Research
Production	<p>This section focuses on the way organizations use and manage resources to produce goods and services.</p> <ul style="list-style-type: none"> • Economies and Diseconomies of Scale • Methods of Production • Productivity • Quality

Additional Information

Grades for Higher Tier range from A*-D

Grades for Foundation Tier range from C-G

Internal Assessment: Component 4 (Optional Coursework)

- Candidates will select ONE coursework assignment from the two assignments provided. It will be assessed by the Teacher Examiner using the Coursework Record Sheet. The two coursework assignments are based on two of the content areas of the specification: Human Resources and Marketing.