

**SVKM International School, Mumbai**  
**– SCHEME OF WORK**  
**Batch: 2019-20**  
**(Scope and Sequence)**

Teacher: Rina Biswas

Subject: Business.

Weeks and Month	Topic	Sub topics & Learning Outcomes  Students will be able to understand, apply, analyse and evaluate	Teaching activities / Integration of ICT components	Assessment Summative / formative	Course work / practical component	Resources
July	1.1 Enterprise 1.1.1 The nature of business activity 1.1.2 The role of the entrepreneur 1.1.3 Social enterprise	Bridge Course.  purpose of business activity • the concept of creating value • the nature of economic activity, the problem of choice and opportunity cost • business environment is dynamic • what a business needs to succeed • why many businesses fail early on • qualities an entrepreneur is likely to need for success • the role of business enterprise in the development of a business and a country • the range and aims of social enterprises • triple bottom line – economic (financial), social and environmental targets	Group Discussions		Case studies	<a href="https://www.tutor2u.net/business/blog/adding-value">https://www.tutor2u.net/business/blog/adding-value</a> an entrepreneurs video / shark tank episode
July	1.2 Business structure 1.2.1 Economic sectors	primary, secondary and tertiary sector businesses • the public and private sectors			Case studies	Classification of Examples of entrepreneur and

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August	1.2.2 Legal structures	<ul style="list-style-type: none"> <li>• main features of different types of legal structure, including ability to raise finance</li> <li>• appropriateness of legal structure: sole trader, partnership, private limited companies, public limited companies, franchises, co-operatives, joint ventures</li> <li>• concept of limited liability and its importance</li> <li>• problems resulting from changing from one legal structure to another</li> </ul>				<p>Business collected in 1st unit into primary, secondary and tertiary sector.</p> <p>PPTs on types of Organisation</p> <p><a href="https://www.gov.uk/limited-company-formation/choose-company-name">https://www.gov.uk/limited-company-formation/choose-company-name</a></p>
August	1.3 Size of business 1.3.1 Measurements of business size 1.3.2 Significance of small businesses 1.3.3 Internal growth	<ul style="list-style-type: none"> <li>• different methods of measuring the size of a business (<i>profit is not an acceptable measure of business size</i>)</li> <li>• advantages and disadvantages of being a small business</li> <li>• strengths and weaknesses of family businesses</li> <li>• the importance of small businesses and their role in the economy</li> <li>• the role of small businesses as part of the industry structure in some industries</li> </ul>	Research on Family Business and explain its strength and Weakness along with Advantages to economy. Research on Government Schemes in your country to support start up business	<b>Class test</b>	Case studies	<p><a href="https://businesscases.tudies.co.uk/">https://businesscases.tudies.co.uk/</a></p>

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		<ul style="list-style-type: none"> <li>• why and how a business might grow internally</li> </ul>				
August	1.4 Business objectives 1.4.1 Business objectives in the private sector and public sector 1.4.2 Objectives and business decisions	the nature and importance of business objectives at corporate, departmental and individual levels <ul style="list-style-type: none"> <li>• corporate social responsibility (CSR) as a business objective</li> <li>• relationship between mission statement, objectives, strategy and tactics</li> <li>• the different stages of business decision making and the role of objectives in the stages of business decision making</li> <li>• how objectives might change over time</li> <li>• translation of objectives into targets and budgets</li> <li>• the communication of objectives and their likely impact on the workforce               <ul style="list-style-type: none"> <li>• how ethics may influence business objectives and activities</li> </ul> </li> </ul>	Individual Activity To write personal and Professional Goals		Case studies	<a href="https://www.tutor2u.net/business/reference/corporate-objectives">https://www.tutor2u.net/business/reference/corporate-objectives</a>

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August	1.5 Stakeholders in a business 1.5.1 Business stakeholders 1.5.2 The importance and influence of stakeholders on business activities	individuals or groups interested in the activities of business, e.g. owners/shareholders, managers, employees, customers, suppliers, lenders, government and the local community • roles, rights and responsibilities of stakeholders Case studies • impact of business decisions/actions on stakeholders, their reactions • how and why a business needs to be accountable to its stakeholders • how conflict might arise from stakeholders having different aims • how changing business objectives might affect its Stakeholders	Class Discussion on the Case study on Mumbai Metro		Case studies	<a href="http://www.tutor2u.net/business/gcse/organisation_stakeholders_et_hics.htm">www.tutor2u.net/business/gcse/organisation_stakeholders_et_hics.htm</a>
September	5.1 The need for business finance 5.1.1 Start up capital, capital for expansion 5.1.2 Working capital	why businesses need finance to start up and to grow • why different needs for finance might mean different sources are appropriate • the meaning and significance of working capital as a source of finance • significance of the distinction between revenue expenditure and capital expenditure	Relate to Unit 1 Activity of Start up entrepreneur and research on the sources used by each entrepreneur		Case studies	

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	5.2 Sources of finance 5.2.1 Legal structure and sources of finance 5.2.2 Short term finance and long term finance 5.2.3 Internal sources 5.2.4 External sources 5.2.5 Factors influencing the sources of finance 5.2.6 Selecting the source of finance	the relationship between the legal structure of a business and its sources of finance <ul style="list-style-type: none"> <li>• distinction between short and long term sources of finance</li> <li>• internal sources of finance: retained earnings, sale of unwanted assets, sale and leaseback of non-current assets, working capital</li> <li>• external sources of finance: share capital, new partners, venture capital, overdrafts, leasing, hire purchase, bank loans, mortgages, debentures, micro-finance, crowd funding and government grants</li> <li>• factors influencing the choice of sources of finance in a given situation: cost, flexibility, need to retain control, the use to which it is put, level of existing debt [but note, at Cambridge International AS Level, candidates will not be expected to know the term 'gearing']</li> <li>• the appropriateness of each possible source in a given situation</li> </ul>	Classify into Internal, external, short term, long term and adv, diadv of each  Textbook activities.		Case studies	Farquharson p.476-477, Stimpson p.152-153 <a href="http://www.tutor2u.net/business/finance/finance_sources_smes.htm">www.tutor2u.net/business/finance/finance_sources_smes.htm</a>  <a href="http://businesscasestudies.co.uk/business-theory-choose-Finance-Source-of-finance-and-Source-of-finance-again">businesscasestudies.co.uk/business-theory-choose 'Finance', 'Sources of finance' and 'Sources of finance' again</a> Past Papers

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September	5.3 Costs 5.3.1 Cost information 5.3.2 Uses of cost information 5.3.3 Break-even analysis	the need for accurate cost data • types of costs: fixed, variable, marginal; direct and indirect • problems of trying to allocate costs in given situations • cost information for decision making purposes, e.g. average, marginal, total costs • how costs can be used for pricing decisions • how costs can be used to monitor and improve business performance, including using cost information to calculate profits • determining the minimum level of production needed to break even or the profit made • define, calculate and interpret the margin of safety • uses and limitations of break-even analysis		Class test	Case studies	
September	5.4 Accounting fundamentals 5.4.1 Income statement 5.4.2 Statement of financial position 5.4.3 Liquidity ratios 5.4.4 Profitability ratios 5.4.5 Practical use of ratio analysis	contents of an income statement including: revenue, cost of sales, gross profit, operating profit, profit for the year, retained earnings • contents of a statement of financial position including: noncurrent assets, current assets, current			Case studies	Financial Statements of any PLC

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	5.4.6 Main users of accounts 5.4.7 Limitations of published accounts	liabilities, working capital, net assets, non-current liabilities, reserves and equity <ul style="list-style-type: none"> <li>• acid test ratio, current ratio</li> <li>• gross profit margin, profit margin</li> <li>• how each of these ratios is used</li> <li>• reasons for the results obtained</li> <li>• ways that businesses might try to improve ratio results, including reducing working capital problems</li> <li>• comparison of ratios results between businesses</li> <li>• limitations of these accounting ratios</li> <li>• identification of the kind of information that individual stakeholder groups might seek</li> <li>• limitations of the usefulness of published accounts: historical, may not reflect the future, may be out of date, does not reflect qualitative aspects of a business, possibility of 'window dressing', may not have details of the performance of individual parts of a business</li> </ul> [Note: Knowledge of specific				



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		Accounting Standards is not required.]				
September	5.5 Forecasting and managing cash flows 5.5.1 Purposes of cash flow forecasts 5.5.2 Cash flow forecasts in practice 5.5.3 Methods of improving cash flow	<p>difference between cash and profits</p> <ul style="list-style-type: none"> <li>• the need to hold a suitable level of cash within a business, and the consequences of not doing so</li> <li>• uses of cash flow forecasts</li> <li>• construction of cash flow forecasts, including recognising the uncertainty of cash flows</li> <li>• interpretation of simple cash flow forecasts from given data</li> <li>• amendment of cash flow forecasts in the light of changes in business circumstances</li> <li>• how reducing costs or improving the management of trade receivables and trade payables can improve cash flow</li> <li>• further methods of improving cash flows: debt factoring, sale and leaseback, leasing, hire purchase</li> <li>• recognition of situations in which the various methods of improving cash flow can</li> </ul>			Case studies	

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		be used				
October	3.1 What is marketing? 3.1.1 Role of marketing and its relationship with other business activities 3.1.2 Supply and demand 3.1.3 Features of markets: location, size, share, competitors, growth 3.1.4 Industrial and consumer markets 3.1.5 Niche versus mass marketing 3.1.6 Market segmentation	the link between marketing objectives and corporate objectives <ul style="list-style-type: none"> <li>• marketing objectives</li> <li>• factors influencing the supply and demand for the products/ services of a business</li> <li>• interactions between price, supply and demand</li> <li>• how markets may differ: such as consumer/producer markets; national, regional and international markets</li> <li>• difference between product and customer (market) orientation</li> <li>• problems associated with measuring market share and market growth</li> <li>• implications of changes in market share and growth</li> <li>• classification of products</li> <li>• how marketing might differ for different types of goods and services</li> <li>• reasons for and benefits/limitations of mass marketing and niche marketing</li> </ul>	Brain storm on Marketing Definition Then put the class into small groups and hand out a number of different advertising and promotional methods. Each group discusses the objective behind the promotion. <b>(G)Link to Corporate Objectives</b>	CLASS TEST -include Question 7a from Cambridge Past Paper 13 November 2012 in a class test or homework. <b>(I or H) (F)</b>	Case studies	Marketing Video

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		<ul style="list-style-type: none"> <li>• benefits and limitations of market segmentation</li> <li>• methods of market segmentation including geographic, demographic and psychographic</li> </ul>				
October  November	3.2 Market research 3.2.1 Primary and secondary research 3.2.2 Methods of information gathering 3.2.3 Sampling methods 3.2.4 Market research results 3.2.5 Cost effectiveness	purpose of market research in determining customer characteristics/consumer profiles, wants and needs <ul style="list-style-type: none"> <li>• distinction between primary (field) and secondary desk research, and the main features of each</li> <li>• methods of primary research and their advantages and disadvantages including focus groups and surveys</li> <li>• sources of secondary information including printed, paid for and web-based sources of information</li> <li>• random, stratified and quota sampling; the appropriateness of each to given situations</li> <li>• limitations of sampling</li> <li>• the reliability of data collection</li> <li>• analysis of results obtained from market research</li> <li>• interpretation of information</li> </ul> [Note: Candidates will not be required to draw bar charts,			Case studies	

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		pie charts, etc., or demonstrate knowledge of advantages and disadvantages of different presentation methods.] • cost effectiveness of				
November       December	3.3 The marketing mix 3.3.1 The elements of the marketing mix (the 4Ps) 3.3.2 The role of the customer (the 4Cs) 3.3.3 Product 3.3.4 Product Life Cycle 3.3.5 Types of pricing strategies 3.3.6 Price elasticity of demand 3.3.7 Promotion methods 3.3.8 Channels of distribution 3.3.9 Using the Internet for the 4Ps/4Cs 3.3.10 Consistency in the marketing mix	the 4Ps: Product, Price, Promotion, Place (distribution channels) • the relationship between the customer and the business (the 4Cs): Customer solution, Cost to customer, Communication with customer, Convenience to customer • ways in which customer relations can be improved • how the 4Cs relate to the 4Ps • goods, services • recognising that products have a combination of tangible and intangible attributes • the importance of product development • product differentiation and USP (Unique Selling Point) • how Product Life Cycle stage influences marketing activities • product portfolio analysis as a way of achieving marketing objectives • decisions about extension strategies • use and value of alternative			Case studies	Activities from Scheme of Work

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		pricing strategies including competitive, penetration, skimming, price discrimination, cost-based pricing <ul style="list-style-type: none"> <li>• define, calculate and interpret price elasticity of demand and suitable prices</li> <li>• usefulness of price elasticity of demand when making pricing decisions</li> <li>• above the line and below the line promotion</li> <li>• the role of packaging in promotion</li> <li>• branding as part of product/promotion</li> <li>• choosing between alternative types of channel of distribution</li> <li>• online advertising, catalogues, sales, dynamic pricing, distribution (download of digital products), social media, viral marketing, e-commerce</li> <li>• the need for the marketing mix to be consistent with the business, the product type and the market</li> </ul>				
December	4.1 The nature of operations 4.1.1 Inputs, outputs and the transformation process	operations encompasses products and services <ul style="list-style-type: none"> <li>• process: from idea/need to final product/service</li> <li>• resources: land, labour,</li> </ul>	Group Activity- Examples of products like suits and designer		Case studies	You tube video - Making of Kurkure, coco cola.Video on Methods of

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	4.1.2 Effectiveness, efficiency and productivity 4.1.3 Value added 4.1.4 Capital versus labour intensity	capital (including intellectual capital) • difference between effectiveness and efficiency • productivity: measuring efficiency • how 'value added' is linked to marketing, the operations process and operations decisions • benefits and limitations of capital and labour intensive processes	clothes, ready made Clothes and soft drinks			Production
January	4.2 Operations planning 4.2.1 Operations decisions 4.2.2 Flexibility and innovation 4.2.3 Operations methods: job, batch, flow, mass customisation 4.2.4 Location 4.2.5 Scale of operation	the influence of marketing, availability of resources and technology (e.g. CAD and CAM) on operations decisions [Note: Candidates are expected to know what is meant by Computer Aided Design and Computer Aided Manufacture. They must understand how CAD and CAM can be applied in a business, including the advantages and disadvantages.] • the need for flexibility with regard to volume, delivery time and specification • process innovation – changing current processes or adopting new ways of producing products (e.g.	Divide Students into groups and give examples of Manufacturing, retail and service business to different groups. Bring out the similar and different factors in each type of Business		Case studies	Textual Case Study and Past Paper Questions <a href="http://www.youtube.com/watch?v=sb17KD9FU3Q">www.youtube.com/watch?v=sb17KD9FU3Q</a>

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		automation/ robotics) or delivering services (e.g. improving workflow) <ul style="list-style-type: none"> <li>• differences between methods – advantages and disadvantages of each method</li> <li>• problems of changing from one method to another</li> <li>• factors that determine (a) location and (b) relocation: geographic, demographic, legal, political, resources, infrastructure, marketing</li> <li>• differences between local, regional, national and international location decisions</li> <li>• factors that influence the scale of a business</li> <li>• causes and examples of internal/external economies/ diseconomies of scale</li> <li>• links between economies/diseconomies of scale and unit Costs</li> </ul>				
January	4.3 Inventory management 4.3.1 Purpose, costs and benefits of inventory 4.3.2 Managing inventory	purpose of inventory within a business (raw materials, work in progress, finished products) <ul style="list-style-type: none"> <li>• costs and benefits of holding inventory</li> <li>• buffer inventory, reorder level and lead time</li> <li>• interpretation of simple inventory control charts</li> <li>• inventory control methods</li> </ul>		Class Test - data Response	Case studies	

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		including buffer inventory and Just in Time (JIT) [Note: While candidates should appreciate the need for inventory control and the general methods which may be employed, the mathematics of the methods will not be examined.]				
February	2.1 Management and leadership 2.1.1 Management and managers 2.1.2 Leadership 2.1.3 Choice of leadership style 2.1.4 Emotional Intelligence/ Emotional quotient (EQ)	the functions of management, including Mintzberg's roles of management • functions, roles and styles • the purpose of leadership • leadership roles in business (directors, managers, supervisors, worker representatives) • qualities of a good leader • leadership styles: autocratic, democratic, laissez-faire • McGregor's leadership styles • Goleman's four competencies of emotional intelligence: self-awareness, social awareness, self-management and social skills			Case studies	
	2.2 Motivation 2.2.1 Motivation as a tool of management and leadership	the need to motivate employees to achieve the objectives of a business • a simple explanation of			Case studies	



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	2.2.2 Human needs 2.2.3 Motivation theories 2.2.4 Motivation methods in practice: financial motivators, nonfinancial motivators	human need <ul style="list-style-type: none"> <li>• how human needs may or may not be satisfied at work</li> <li>• ideas of the main content theorists (Maslow, Taylor, Mayo, Herzberg) and process theorists (McClelland, Vroom)</li> <li>• the theories in practical situations</li> <li>• different payment methods (time based, salary, piece rates, commission, bonuses, profit sharing, performance related pay)</li> <li>• different types of non-financial motivators (training, induction, opportunities for promotion, development, status, job re-design, team working, empowerment, participation, fringe benefits/perks)</li> <li>• ways in which employees can participate in the management and control of business activity.</li> </ul>				
February March	2.3 Human resource management (HRM) 2.3.1 Purpose and roles of HRM 2.3.2 Recruitment and selection 2.3.3 Job descriptions,	the role of HRM in meeting organisation objectives: recruitment, selection, training, induction, advice, guidance, workforce planning <ul style="list-style-type: none"> <li>• labour turnover, methods of recruitment and selection</li> </ul>			Case studies	

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	person specifications, job advertisements 2.3.4 Employment contracts 2.3.5 Redundancy and dismissal 2.3.6 Staff morale and welfare 2.3.7 Staff training	<ul style="list-style-type: none"> <li>• purposes of job descriptions, person specifications and job advertisements</li> <li>• main features of a contract of employment</li> <li>• difference between redundancy and dismissal</li> <li>• relationship between HRM, staff morale and welfare in a business including the concept of work-life balance</li> <li>• policies for diversity and equality</li> <li>• the purpose of staff development/training as a means of securing required skills and motivating the workforce</li> </ul>				