

# Mapping Report

Mapping IGCSE Enterprise (0454) to:

- IGCSE Business Studies (0450)
- O Level Business Studies (7115)
- IGCSE Economics (0455)
- O Level Economics (2281)
- O Level Commerce (7100)

Applicable to syllabuses for examination in 2011



# 1. Introduction

## 1.1 Overview

The syllabuses are quite distinctive in what they seek to assess with plenty of content that is unique to all the courses. Whilst there is some commonality in content between Business Studies, Economics and Commerce, this does not represent a significant proportion of any of the syllabuses. The focus of each syllabus means that different issues are explored in varying detail, depending on the relative Assessment Objectives. Each syllabus offers different schemes of assessment which are likely to suit different candidates. All the syllabuses could easily be seen as complementary rather than conflicting subjects.

There is a clear difference in approach required by the Enterprise syllabus in contrast to the other syllabuses. The strong onus on practical skills and problem solving will necessitate a more hands-on approach to learning. Textbooks and the theoretical knowledge they contain will have a lesser role in the delivery of this new syllabus whereas case studies, role play and activity based learning are central.

## 1.2 Aims and objectives

These clearly reflect the differing focuses of the syllabuses. Enterprise concentrates on new businesses and in helping candidates to understand the issues associated with starting and running a new enterprise. Its aims are very practical, concentrating on developing concepts and ideas that would be useful to any new enterprise. Business Studies, Economics and Commerce focus on issues that affect a range of business organisations within an economy. The Commerce syllabus in particular, has a stronger emphasis on the documentation required in a range of commercial settings.

## 1.3 Assessment

Candidates will be faced with very different assessment methods when undertaking the syllabuses. They all have differing approaches to assessment, which candidates need to consider when choosing which course to study. Business Studies, Economics and Commerce are notably different from Enterprise in their respective approaches to assessment. The Enterprise paper has a unique compulsory coursework element while the other three syllabuses are predominately assessed through the use of examinations, although Business Studies does offer an optional coursework element.

Business Studies, Economics and Commerce have four Assessment Objectives whilst Enterprise has only three. This is an important difference in emphasis. Notionally, in the Enterprise syllabus, Assessment Objective three could be split into analysis and evaluation, but this is a key difference within the syllabus. The new course focuses more strongly on using knowledge and understanding of concepts to develop problem solving skills and strategies. It is the need for effective solutions that highlights the practical onus of the new syllabus.

# 1. Introduction

The Enterprise syllabus has two distinct parts to assessment processes; Paper 1 is a pre-seen case study upon which unseen questions will be asked in examination conditions and Paper 2, the coursework component, consists of four separate activities. Within the descriptors for the coursework component there is a choice of evidence that candidates can submit. These activities range from formal reports to leaflets, and presentations. Candidates can either work individually or in groups. If candidates work in groups, they must have separate defined roles, and it must be a more complex project. However, this does offer Centres some flexibility in the type of project that can be considered. Candidates are required to assemble a portfolio of evidence which clearly reflects the practical nature of the syllabus content.

## 1.4 Curriculum Content

The most striking difference between the Enterprise syllabus and the other three syllabuses is the focus on new enterprise. The heart of the new syllabus is based on this aspect of business behaviour. There is a clear onus on the skills that any new entrepreneur must master in order to give themselves the best chance of success, while Business Studies, Economics and Commerce consider issues from the viewpoint of new and existing businesses.

The Enterprise syllabus appears to be less content heavy than the other four syllabuses, where there is a broader spectrum of issues considered. The other three syllabuses place greater emphasis on theoretical considerations rather than on more practical application of concepts. All the syllabuses offer students a clear choice depending on the type of business role they want to pursue in their future careers.

There are a number of topics that are unique to the Enterprise syllabus. These primarily focus on the practical aspects of the course and include Topic 1: Introduction to enterprise; Topic 5: Negotiation and Topic 9: Help and support for enterprise.

# 2. Mapping against Business Studies (0450 and 7115)

## 2.1 Assessment

There are two clear differences between the Enterprise and Business Studies syllabuses. Business Studies Paper 2 is based upon an unseen case study, rather than on the pre-released material given in Paper 1 to the Enterprise candidates and secondly coursework is not compulsory for Business Studies candidates.

Enterprise IGCSE (0454)	Business Studies IGCSE (0450) and O Level (7115)
<p>The assessment consists of two elements; a written examination paper and a coursework portfolio.</p> <p><b>Paper 1</b> (1½ hours) This paper is based upon a pre-seen case study and compulsory questions. The paper will comprise of two sections: <b>Section A</b> – short answer questions and structured response questions; and <b>Section B</b> – longer, more open-ended questions. This is worth 50% of total marks.</p> <p><b>Paper 2</b> Coursework (Centre-based assessment) Candidates will run their own enterprise activity or project and produce a portfolio of evidence using a variety of communication methods. This is worth 50% of total marks.</p>	<p>The assessment for these two syllabuses consists of two elements: either two examinations or one examination and a piece of coursework.</p> <p><b>Paper 1</b> (1¾ hours) This paper contains compulsory short-answer and structured/data response questions. This is worth 50% of total marks.</p> <p><b>Paper 2</b> (1¾ hours) Candidates answer compulsory questions arising from a case-study, which is not pre-released. This is worth 50% of total marks.</p> <p>If the coursework option is chosen Papers 1 and 2 represent 40% of total marks each. Candidates then take:</p> <p><b>Paper 3</b> Coursework (Centre-based assessment) Candidates will be required to submit a single piece of work. The assignment should be related to a particular business situation or problem, and should take the form of a response to a clearly formulated question.</p>

# 2. Mapping against Business Studies (0450 and 7115)

## 2.2 Curriculum Content

Enterprise concentrates solely on new businesses, whilst Business Studies considers the same issues in respect of all stages of a businesses existence. As a result, it cannot explore some of the common issues in as much depth as the Enterprise syllabus demands. Likewise the Business Studies syllabus addresses other issues that apply to existing businesses, which are beyond the remit of the Enterprise course.

The vast majority of the Business Studies syllabus is untouched by the Enterprise topics. The courses can be viewed as complementary courses rather than competing syllabuses for students who wish to study the more practical aspects of business behaviour. The key overlaps in the syllabuses naturally occur with the practical aspects within Business Studies. These include finance, communication, marketing (especially promotion) and elements of government. However this only represents a small amount of the content covered in a Business Studies course. There are also a number of areas of commonality which could be inferred. However, often these are areas where the various courses consider issues from differing perspectives with the content requirements differing considerably.

### 2.2.1 Correlation between Enterprise topics and Business Studies topics

✓: Enterprise topics that overlap with Business Studies topics

✗: Enterprise topics where there are no significant overlaps with Business Studies topics

Topic	Topic									
1.1 ✗	2.1 ✓	3.1 ✗	4.1 ✓	5.1 ✗	6.1 ✗	7.1 ✓	8.1 ✓	9.1 ✗	10.1 ✓	
1.2 ✗	2.2 ✗	3.2 ✗	4.2 ✗	5.2 ✗	6.2 ✓	7.2 ✗	8.2 ✓		10.2 ✓	
1.3 ✗			4.3 ✗	5.3 ✗	6.3 ✓	7.3 ✗	8.3 ✗		10.3 ✓	
				5.4 ✗	6.4 ✓	7.4 ✓	8.4 ✗		10.4 ✗	
					6.5 ✓				10.5 ✗	
					6.6 ✓					

## 2. Mapping against Business Studies (0450 and 7115)

### 2.2.2 Enterprise topics suitable for sharing resources or co-teaching with Business Studies topics

The following table sets out the significant areas of overlap between the Enterprise and Business Studies syllabuses:

Enterprise topic	Enterprise IGCSE (0454) reference	Business Studies IGCSE (0450) and O Level (7115) reference
Topic 2 Setting up a new enterprise	2.1 Be able to describe, compare and contrast different types of business organisation.	2.1.2 Types of business organisation.
	2.2 Explain the purpose of a business.	1.1.1 Business activity as a means of adding value and meeting customer needs.
Topic 4 Business opportunities and risk	4.1 Understand how opportunities for enterprise arise.	Unit 3.1 Marketing with many of the issues being covered under 3.1.1 Describe the role of marketing; 3.1.2 Market research; 3.1.10 Promotion (advertising, sales, point of sale); 3.1.11 Marketing strategy. New technology could be covered under 1.3.2 Impact of technology on business.
	4.3 Understand the existence of legal risks in areas such as employment, production, marketing and selling.	5.2.2 for employment; 5.1.1 for production and reasons for regulations; 5.2.3 The consumer for marketing and selling.
Topic 6 Understanding Finance	6.2 Evaluate and choose sources of finance appropriate for different types of enterprise.	2.2.1 Use of funds; identify the main needs for funds; 2.2.2 Short- and long-term financial needs; 2.2.3 Sources of internal and external funds (short- and long-term); 2.2.4 Factors affecting the methods of finance chosen.
	6.3 Be aware of sources of credit and evaluate the provision of credit in different situations.	3.3.6 Working capital.
	6.4 Understand the reasons for producing budgets.	3.3.7 Financial budgets; key terms covered under 3.2.5 Costs and cost classification.
	6.5 Be able to explain and compare the concepts of cash flow with profit and loss and be able to produce a cash flow budget and profit and loss account for a new enterprise.	3.3 Financial information and decision making; 3.3.1 Cash and cash flow forecasts – explain the importance of cash; 3.3.2 Profit (what it is and why it matters); 3.3.3 Purpose and main elements of profit/loss account.

## 2. Mapping against Business Studies (0450 and 7115)

Enterprise topic	Enterprise IGCSE (0454) reference	Business Studies IGCSE (0450) and O Level (7115) reference
Topic 7 Business planning	7.1 Understand and explain business objectives.	See syllabus references 1.2.1 Business objectives and their importance. For theme b, also relevant would be 2.1.1: Relationship between objectives, growth and business organisation.
	7.4 Understand and explain why laws and regulations affecting enterprise start-up are needed.	See overlaps for the earlier Enterprise topic 4.3 regarding Health and Safety. Some overlap with 2.1.2 descriptor: understand the differences between unincorporated businesses and limited companies.
Topic 8 Markets and customers	8.1 Understand the purpose and benefits of marketing.	3.1.1 Role of marketing.
	8.2 Understand customer wants and needs and explain ways of researching potential customers.	3.1.2 Market research (primary and secondary) – appreciate the need for market research.
	8.4 Understand and evaluate the different methods of communicating with a market for different types of enterprise.	Some overlap with 3.1.10 Promotion (advertising, sales, point of sale).
Topic 10 Communicating with other people	10.1 Identify, analyse and evaluate the advantages and disadvantages of different types of communication.	2.1.7 Internal and external communication; 2.1.8 Internal communication.
	10.2 Understand the importance and differences in types of appropriate language.	2.1.7 Internal and external communication; 2.1.8 Internal communication.
	10.3 Explain how internal and external communications take place in an enterprise.	2.1.7 Internal and external communication; 2.1.8 Internal communication. However they are not studied to the same level of detail as the Enterprise syllabus.
	10.5 Understand the importance of effective communication to running an effective meeting and evaluate the effectiveness of a meeting.	2.1.7 Internal and external communication; 2.1.8 Internal communication. However they are not studied to the same level of detail as the Enterprise syllabus.

# 3. Mapping against Economics (0455 and 2281)

## 3.1 Assessment

The Economics syllabuses are assessed entirely through written examination. Furthermore there are three written papers to complete at IGCSE, although there are only two at O Level. The weighting of the various papers is split differently between them whereas for Enterprise equal weighting is applied.

Enterprise IGCSE (0454)	Economics IGCSE (0455)	Economics O Level (2281)
<p>The assessment consists of two elements; a written examination paper and a coursework portfolio.</p> <p><b>Paper 1</b> (1 ½ hours) This paper is based upon a pre-seen case study and compulsory questions. The paper will comprise of two sections: <b>Section A</b> – short answer questions and structured response questions; and <b>Section B</b> – longer, more open-ended questions. This is worth 50% of total marks.</p> <p><b>Paper 2</b> Coursework (Centre-Based Assessment) Candidates will run their own enterprise activity or project and produce a portfolio of evidence using a variety of communication methods. This is worth 50% of total marks.</p>	<p>The assessment consists of three written examination papers.</p> <p><b>Paper 1</b> Multiple choice (45 minutes) Candidates answer thirty multiple choice questions. This is worth 20% of total marks.</p> <p><b>Paper 2</b> Structured questions (2 hours) Candidates answer one compulsory question and three questions from a choice of six. This is worth 50% of total marks.</p> <p><b>Paper 3</b> Analysis and critical evaluation (1hour 30 minutes) Candidates answer two compulsory questions and are required to interpret and analyse previously unseen data relevant to a real economic situation. This is worth 30% of the total marks.</p>	<p>The assessment consists of two written examination papers.</p> <p><b>Paper 1</b> Multiple choice (1 hour) Candidates answer forty multiple choice questions. This is worth 30% of total marks.</p> <p><b>Paper 2</b> Structured questions (2 hours) Candidates answer one compulsory question and three questions from a choice of six. This is worth 70% of the total marks.</p>

# 3. Mapping against Economics (0455 and 2281)

## 3.2 Curriculum Content

The terminology and concepts involved with Economics have little correlation with the skills covered within the Enterprise syllabus. There are few explicit overlaps between the Economics and Enterprise syllabuses with the most likely area for overlap being the sections which focus on the role of private firms. However, even here, the descriptors consider alternative issues or view a similar topic from a differing perspective. The Economics syllabus also looks at the Government as a producer, which is excluded from the Enterprise syllabus.

### 3.2.1 Correlation between Enterprise topics and Economics topics

✓: Enterprise topics that overlap with Economics topics

✗: Enterprise topics where there are no significant overlaps with Economics topics

Topic	Topic									
1.1 ✗	2.1 ✓	3.1 ✗	4.1 ✗	5.1 ✗	6.1 ✗	7.1 ✓	8.1 ✗	9.1 ✗	10.1 ✗	
1.2 ✗	2.2 ✓	3.2 ✗	4.2 ✗	5.2 ✗	6.2 ✗	7.2 ✗	8.2 ✗		10.2 ✗	
1.3 ✗			4.3 ✗	5.3 ✗	6.3 ✗	7.3 ✗	8.3 ✗		10.3 ✗	
				5.4 ✓	6.4 ✗	7.4 ✗	8.4 ✗		10.4 ✗	
					6.5 ✗				10.5 ✗	
					6.6 ✗					

### 3.2.2 Enterprise topics suitable for sharing resources or co-teaching with Economics topics

The following table sets out the most significant areas of overlap between the Enterprise and Economics syllabuses:

Enterprise topic	Enterprise IGCSE (0454) reference	Economics IGCSE (0455) and O Level (2281) reference
Topic 2 Setting up a new enterprise	2.1 Be able to describe, compare and contrast different types of business organisation.	4.4 The private firm as producer and employer.
	2.2 Explain the purpose of a business.	4.1 Basic economic problem – choice and the allocation of resources.
Topic 7 Business planning	7.1 Understand and explain business objectives.	4.4 The private firm as producer and employer.

# 4. Mapping against Commerce (7100)

## 4.1 Assessment

The Commerce syllabus is assessed entirely through written examination, with no coursework element and, in addition, Paper 1 is a multiple choice paper.

Enterprise IGCSE (0454)	Commerce O Level (7100)
<p>The assessment consists of two elements; a written examination paper and a coursework portfolio.</p> <p><b>Paper 1</b> (1 ½ hours) This paper is based upon a pre-seen case study and compulsory questions. The paper will comprise of two sections: <b>Section A</b> – short answer questions and structured response questions; and <b>Section B</b> – longer, more open-ended questions. This is worth 50% of total marks.</p> <p><b>Paper 2</b> Coursework (Centre-Based Assessment). Candidates will run their own enterprise activity or project and produce a portfolio of evidence using a variety of communication methods. This is worth 50% of total marks.</p>	<p>Two compulsory papers. Questions involving simple calculations may be set.</p> <p><b>Paper 1</b> (1 hour) This Paper will consist of 40 multiple choice items. This is worth 30% of total marks.</p> <p><b>Paper 2</b> (2 hours) This Paper consists of eight questions. There will be stimulus response questions (containing numerical, textual and visual information) and structured questions. Candidates will be required to answer four questions. This is worth 70% of total marks.</p>

# 4. Mapping against Commerce (7100)

## 4.2 Curriculum Content

The focus for the Commerce syllabus is different from that of the Enterprise syllabus as the international nature of commerce is a stronger theme in the Commerce syllabus. There is a strong practical element in both syllabuses as both make clear references to the need to see real life enterprising/commercial situations. Commerce and Enterprise could easily be promoted as complementary rather than competing syllabuses. The range and focus of the content covered is quite distinctive with the common themes of finance, type of organisation and marketing being the areas with the strongest overlap.

### 4.2.1 Correlation between Enterprise topics and Commerce topics

✓: Enterprise topics that overlap with Commerce topics

✗: Enterprise topics where there are no significant overlaps with Commerce topics

| Topic  |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| 1.1 ✗ | 2.1 ✓ | 3.1 ✗ | 4.1 ✗ | 5.1 ✗ | 6.1 ✓ | 7.1 ✓ | 8.1 ✗ | 9.1 ✗ | 10.1 ✓ |
| 1.2 ✗ | 2.2 ✗ | 3.2 ✗ | 4.2 ✗ | 5.2 ✗ | 6.2 ✓ | 7.2 ✗ | 8.2 ✓ |       | 10.2 ✗ |
| 1.3 ✗ |       |       | 4.3 ✓ | 5.3 ✗ | 6.3 ✓ | 7.3 ✗ | 8.3 ✓ |       | 10.3 ✓ |
|       |       |       |       | 5.4 ✓ | 6.4 ✗ | 7.4 ✗ | 8.4 ✗ |       | 10.4 ✗ |
|       |       |       |       |       | 6.5 ✗ |       |       |       | 10.5 ✗ |
|       |       |       |       |       | 6.6 ✗ |       |       |       |        |

# 4. Mapping against Commerce (7100)

## 4.2.2 Enterprise topics suitable for sharing resources or co-teaching with Commerce topics

The following table sets out the most significant areas of overlap between the Enterprise and Commerce syllabuses:

Enterprise topic	Enterprise IGCSE (0454) reference	Commerce O Level (7100) reference
Topic 2 Setting up a new enterprise	2.1 Setting up a new enterprise Be able to describe, compare and contrast different types of business organisation.	14 The business unit; 14.1 Location of a business; 14.2 Public and private sector; 14.3 Main forms of business organisation in the private sector and 14.4 Multinationals. Also some overlap with 2.2 Types of retailer.
Topic 4 Business opportunities and risk	4.3 Understand the existence of legal risks in areas such as employment, production, marketing and selling.	4 Consumer protection.
Topic 6 Understanding Finance	6.1 Know the differences between investment and saving, including in the local context.	15 Finance.
	6.2 Evaluate and choose sources of finance appropriate for different types of enterprise.	15 Finance.
	6.3 Be aware of sources of credit and evaluate the provision of credit in different situations.	3 Customer credit.
Topic 8 Markets and customers	8.1 Understand the purpose and benefits of marketing.	8 Advertising.
	8.4 Understand and evaluate the different methods of communicating with a market for different types of enterprise.	9 Communications.
Topic 10 Communicating with other people	10.1 Identify, analyse and evaluate the advantages and disadvantages of different types of communication.	9 Communications.
	10.3 Explain how internal and external communications take place in an enterprise.	9 Communications.

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