

International General Certificate
of Secondary Education

Scheme of

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ENTERPRISE
0454

For examination in June and November 2011



UNIVERSITY *of* CAMBRIDGE
International Examinations

Introduction

The Scheme of Work for Enterprise is intended to offer useful additional material to that provided in the syllabus and specimen materials, with ideas for teaching and course planning.

Cambridge IGCSE Enterprise is designed to encourage candidates to develop understanding and practical skills associated with the work environment and the running of a small enterprise. The syllabus provides the knowledge associated with running a small enterprise and an opportunity for candidates to apply this knowledge in a practical and engaging way when running their own enterprise project or activity.

Students are encouraged to study enterprise in a local, as well as a global context, while also enhancing their skills of investigation, analysis, interpretation, evaluation and practical problem solving.

Cambridge IGCSE candidates should have opportunities to meet with and talk to a range of people involved in enterprise. This might include:

- people who have set up and run their own enterprise
- people involved in supporting enterprises e.g. financiers, local business organisations, government organisations
- people who have shown enterprising skills e.g. innovators, inventors, marketing people etc.

Cambridge International Certificate of Education (ICE) is the group award of the International General Certificate of Secondary Education (IGCSE). It requires the study of subjects drawn from the five different Cambridge IGCSE subject groups. It gives schools the opportunity to benefit from offering a broad and balanced curriculum by recognising the achievements of students who pass examinations in at least seven subjects, including two languages, and one subject from each of the other subject groups.

The Cambridge portfolio of IGCSE qualifications provides a solid foundation for higher level courses such as GCE A and AS Levels and the International Baccalaureate Diploma as well as excellent preparation for employment. A wide range of Cambridge IGCSE subjects is available and these are grouped into five curriculum areas. Enterprise (0454) falls into Group V, Creative, Technical and Vocational.

Recommended Prior Knowledge

There is no requirement for prior knowledge; however candidates should develop knowledge of, and interest in, the business world around them.

Outline

This scheme of work is intended to be built around activity based learning, in which candidates are guided through an enterprise activity in order to explore the syllabus content. Coursework activities are built into the scheme of work throughout, with the assumption that candidates will be planning, implementing and evaluating their chosen enterprise as an ongoing process throughout the course.

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
1: Introduction to enterprise	1.1 Understand what is meant by enterprise	Complete an online quiz such as the one on Bized.co.uk; ' <i>what is enterprise</i> ' in order to identify key definitions.	Online: <ul style="list-style-type: none"> http://www.bized.co.uk/cgi-bin/level2/typein.pl?module=busactivityenterprise12
1: Introduction to enterprise	1.2 Know ways of being enterprising at school and home	Mind map ways of being enterprising. Teacher led discussion of activities which show enterprise.	
3: The skills needed to run an enterprise	3.1 Identify and explain entrepreneurial skills	<ul style="list-style-type: none"> Complete a questionnaire to identify whether candidates have the skills to be an entrepreneur, such as that on www.mindyourownbiz.org. Candidates complete a cut & paste activity identifying important skills for an entrepreneur; www.bized.co.uk has a useful list. Coursework: Task 1(a). 	Book: <ul style="list-style-type: none"> GCSE Business Studies: Introduction to Enterprise Section 2 Online: <ul style="list-style-type: none"> http://www.mindyourownbiz.org/yourbizstudent.pdf http://www.bized.co.uk/educators/level2/busactivity/activity/enterprise13.htm
1: Introduction to enterprise	1.3 Investigate enterprise in history : learning from the past	Candidates individually research an entrepreneur and produce a profile for Coursework: Task 1 – the wall chart.	Book: <ul style="list-style-type: none"> GCSE Business Studies : Introduction to Enterprise, pg 42 has some outlines
3: The skills needed to run an enterprise	3.2 Analyse the behaviour of entrepreneurs	Add details to poster produced for the coursework: Task 1 – the wall chart, illustrating the skills the entrepreneur they researched has shown.	
2: Setting up a new enterprise	2.1 Be able to describe, compare and contrast different types of business organisation	Candidates produce a presentation/table comparing different types of organisation looking at areas such as the number of owners allowed, how profits are shared, control and decision making, the relative advantages and drawbacks of each.	Book: <ul style="list-style-type: none"> IGCSE Business Studies Chapter 3. Online: <ul style="list-style-type: none"> http://www.businessownersideacafe.com/startin_g_business/entitieschart.html has a good comparison chart.

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
2: Setting up a new enterprise	2.2 Explain the purpose of a business	Class investigation of different local organisations or an introduction to their own enterprise activity.	Local sources Online: <ul style="list-style-type: none"> • www.thetimes100.co.uk • www.bized.co.uk both have case studies
8: Markets and customers	8.2 Understand customer wants and needs, and explain ways of researching potential customers	<ul style="list-style-type: none"> • Coursework: Task 1(b) • Coursework: Task 1(e) 	Textbook materials such as IGCSE Business Studies chapter 17
7: Business planning	7.1 Understand and explain business objectives	Use case studies to identify business objectives.	Other: Tutor2u mini-briefs 10 and 11 (https://tutor2u.wufoo.com/forms/request-startup-minibriefs/ for mini-brief downloads)
7: Business planning	7.2 Understand the content and purpose of a business plan and evaluate the need for an entrepreneur to produce one	Candidates research requirements for a business plan for their own enterprise.	Online: <ul style="list-style-type: none"> • http://www.entrepreneur.com/tsu • http://studentcenter.ja.org/Business/Pages/default.aspx
7: Business planning	7.3 Understand the concept of time periods when planning, and the need to plan regularly	Coursework: Task 2(a) – candidates complete an action plan.	Online: <ul style="list-style-type: none"> • http://www.entrepreneur.com/tsu

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
7: Business planning	7.4 Understand and explain why laws and regulations affecting enterprise start-up are needed	Candidates carry out research using textbooks, videos or local examples. BBC has a good clip for introduction to subject.	Online: <ul style="list-style-type: none"> • http://www.bbc.co.uk/learningzone/clips/legislation/8577.html
4: Business opportunities and risk	4.2 Explain the reasons why enterprises and entrepreneurs take and accept risk, and how risk can be dealt with	Candidates complete a risk assessment and explain how they expect to deal with the most significant risks for their own enterprise activity – Coursework: Task 2(b).	Book: <ul style="list-style-type: none"> • GCSE Business Studies : Introduction to Enterprise chapters 13 and 14 • Online: http://news.bbc.co.uk/1/hi/puffbox/hyperpuff/programmes/working_lunch/8321127.stm for a video interview with Stelios Haji-Ioannou
4: Business opportunities and risk	4.3 Understand the existence of legal risks in areas such as employment, production, marketing and selling	<ul style="list-style-type: none"> • Candidates identify how different stakeholders in their enterprise are effected by the law • Complete examination questions from the specimen paper 	Book: <ul style="list-style-type: none"> • GCSE Business Studies : Introduction to Enterprise chapter 28 • Online: http://www.bbc.co.uk/learningzone/clips/legislation/8577.html has a useful video clip Other: <ul style="list-style-type: none"> • Specimen Exam paper 0454

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
9: Help and support for enterprise	9.1 Identify and understand the sources of help and support available to enterprises, and evaluate their effectiveness	<ul style="list-style-type: none"> • Research and produce a report about local sources of assistance. • Produce written answers to candidate progress questions for mini brief 11. 	Online: <ul style="list-style-type: none"> • http://www.entrepreneur.com/tsu Other: <ul style="list-style-type: none"> • Student Progress Questions -Tutor2u mini-briefs (https://tutor2u.wufoo.com/forms/request-startup-minibriefs/ for mini-brief downloads)
6: Understanding finance	6.1 Know the difference between investment and saving, including in the local context	Candidates produce a glossary of key terms and examples.	Book: <ul style="list-style-type: none"> • Complete A-Z Business Studies Handbook
6: Understanding finance	6.2 Evaluate and choose sources of finance appropriate for different types of enterprise	Candidates produce a presentation for Coursework: Task 2(c)	Book: <ul style="list-style-type: none"> • GCSE Business Studies : Introduction to Enterprise, chapter 22 Online: <ul style="list-style-type: none"> • http://www.bized.co.uk/educators/level2/finance/lesson/sources1.htm
6: Understanding finance	6.3 Be aware of sources of credit, and evaluate the provision of credit in different situations	Complete questions based around case studies such as those from the mini-briefs on tutor 2u	Online: <ul style="list-style-type: none"> • https://tutor2u.wufoo.com/forms/request-startup-minibriefs/ for mini-brief downloads

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
6: Understanding finance	6.4 Understand the reasons for producing budgets	<ul style="list-style-type: none"> Teacher led introduction based around a finance game such as Cool Cakes from www.chooseenterprise.com. Produce income and expenditure budget for own enterprise for Coursework: Task 2(c). 	Online <ul style="list-style-type: none"> http://www.chooseenterprise.com/school/teach.htm - cool cakes
6: Understanding finance	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	Produce a cash flow forecast and profit and loss account for their own enterprise activity.	Book: <ul style="list-style-type: none"> GCSE Business Studies : Introduction to Enterprise, chapters 17 to 21 Online: <ul style="list-style-type: none"> http://bcc.webchats.tv/chat/your_business_your_cashflow
6: Understanding finance	6.6 Explain the importance of keeping accurate financial records	<ul style="list-style-type: none"> Complete relevant examination questions from the specimen paper. 	Other: <ul style="list-style-type: none"> Specimen examination paper
8: Markets and customers	8.1 Understand the purpose and benefits of marketing	Research marketing used by different business	Local case studies
8: Markets and customers	8.3 Explain the importance of retaining customers, and evaluate ways in which this can be done	Complete examination questions from the specimen paper	Other: <ul style="list-style-type: none"> Specimen examination paper

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
8: Markets and customers	8.4 Understand and evaluate the different methods of communicating with a market for different types of enterprise	<ul style="list-style-type: none"> • Produce a table comparing different methods of communication using local case studies. • Coursework: Task 2(c) - Marketing communications. 	Books: <ul style="list-style-type: none"> • Textbooks such as IGCSE Business Studies, chapter 21
10: Communicating with other people	10.1 Identify, analyse and evaluate the advantages and disadvantages of different types of communication	Introduce the topic with a simple game to illustrate the importance of communication. Candidates sit back-to-back with one candidate attempting to describe how to complete a simple task to the other, either describing a drawing or producing a piece of origami. Use to develop discussion points.	Books: <ul style="list-style-type: none"> • Textbooks such as IGCSE Business Studies, chapter 12
10: Communicating with other people	10.2 Understand the importance and differences in types of appropriate language	Teacher exposition using range of examples.	Other: <ul style="list-style-type: none"> • A range of business documents such as letters and memos
10: Communicating with other people	10.3 Explain how internal and external communications take place in an enterprise	<ul style="list-style-type: none"> • Explain the methods of communication used in their own enterprise. • Coursework Task 3(a). 	Books: <ul style="list-style-type: none"> • General Business Studies textbooks such as Business Studies by R Jones et al
10: Communicating with other people	10.4 Understand the importance of planning for a meeting	Candidates plan for a formal meeting as part of their enterprise activity, producing all of the required documentation.	
10: Communicating with other people	10.5 Understand the importance of effective communication to the efficient running of a meeting	Teacher led introduction.	Online: <ul style="list-style-type: none"> • www.revision-notes.co.uk – for notes

Topic	Learning outcomes	Suggested Teaching activities	Learning resources
5: Negotiation	5.1 Understand and explain what is meant by negotiation	Teacher introduction .	
5: Negotiation	5.2 Understand and explain the importance of developing the skills needed for successful negotiation	Teacher led discussion using examples of negotiations within business. Use local examples or www.timesonline.co.uk provides examples	Online: <ul style="list-style-type: none"> http://business.timesonline.co.uk/tol/business/industry_sectors/transport/article6466748.ece for BA negotiations
5: Negotiation	5.3 Be able to plan for negotiation	<ul style="list-style-type: none"> Candidates plan for a negotiation at a meeting regarding an aspect of their enterprise project or activity. Coursework Task 3b. 	Other: <ul style="list-style-type: none"> Specimen examination paper
5: Negotiation	5.4 Analyse the process of negotiation	Candidates produce a written analysis of their negotiation process for Coursework Task 3 – part b	
Coursework		Task 4 – Evaluation of elements of their project or activity	Own business records
	Revision for Exam	<ul style="list-style-type: none"> Use the case study to revise key concepts. Producing their own candidate revision booklet. 	General revision sites: www.bbc.co.uk/schools/gcsebitesize/business/

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University of Cambridge International Examinations
1 Hills Road, Cambridge, CB1 2EU, United Kingdom
Tel: +44 1223 553554 Fax: +44 1223 553558
Email: international@cie.org.uk Website: www.cie.org.uk

