

YEAR 10

BUSINESS STUDIES



SRI KDU
International
School
SUBANG JAYA

PROGRAMME OF STUDY - TERM 2

PEOPLE IN BUSINESS

- Describe the importance of a well-motivated workforce.
- Recommend and justify appropriate method(s) of motivation in given situation.
- Explain the functions of management.
- Understand the importance of delegation and the difference between trust versus control.
- Explain the features of the main leadership styles and be able to recommend an appropriate leadership style in each situation.
- Describe the main stages of recruitment and understand the difference between internal and external recruitment.
- Explain the benefits and limitations of induction training, on-the-job and off-the-job training.
- Analyse the situations when downsizing may be necessary.
- Evaluate the main types of legal control relating to employment issues and understand their impact on employers and employees.
- Demonstrate an awareness of communication barriers.

MARKETING

- Identify and explain the benefits and limitations of each approach to marketing (niche and mass).
- Explain how and why market segmentation is undertaken. Justify an appropriate method of segmentation in given circumstances.
- Understand the need for market research and the methods used.
- Explain the concept of brand image and its impact on sales and customer loyalty.
- Explain the role of packaging.
- Identify and explain the main stages of the product life cycle, including extension strategies; and explain how stages of the product life cycle can influence marketing decisions.