



For Performance Measurement

**ZIMBABWE SCHOOL EXAMINATIONS COUNCIL
(ZIMSEC)**

BUSINESS STUDIES

7116

EXAMINATION SYLLABUS FOR 2013 - 2017

BUSINESS STUDIES**ZGCE ORDINARY LEVEL/SCHOOL CERTIFICATE****Subject Code 7116****AIMS**

1. To develop knowledge and understanding of the environment within which business activity takes place and of the way which changes in that environment influence business behaviour;
2. to develop knowledge and understanding of the major group and organisation within and outside business and consider ways in which they are able to influence business objectives, decisions and activities;
3. To develop understanding of the roles and purposes of business activity in both the public and the private sectors and of competition and monopoly;
4. To develop knowledge and understanding of how the main types of business and commercial institutions are organised, financed and operated and how their relations with other organisations, consumers, employees, owners and society are regulated;
5. To develop knowledge and understanding of the factor inputs and product outputs of a business and the forces which help to determine and control them;
6. To develop knowledge and understanding of the language, concepts, techniques and decision-making behaviour;
7. To develop an awareness of the nature and significance of innovation and change within the context of business activities;
8. To prepare candidates for A-Level Business Studies.

ASSESSMENT OBJECTIVES

Candidates should be able to:

1. demonstrate knowledge and understanding of facts, terms, concepts and conventions appropriate to the syllabus;
2. demonstrate knowledge and understanding of theories and techniques commonly applied to or used as part of business behaviour;
3. distinguish between evidence and opinion in a business context;

4. order, analyse and interpret information, in narrative, numerical and graphic forms, using appropriate techniques;
5. present reasoned explanations, develop arguments, understand implications and draw inferences;
6. make judgements, recommendations and decisions.

SCHEME OF ASSESSMENT

Two compulsory papers will be set:

Paper	Type	No. Of Questions	Duration	Possible Mark	Weighting
1	Structured short questions	6	1 hr 45 m	100	50
2	Section A Case Study	1	45 m	40	50
	Section B Essays	5	1 hr 30 m	60	

Candidates are required to take both papers 1 and 2.

Paper 1 - Candidates are required to answer all questions.

Paper 2 - Candidates are expected to answer all questions in **Section A** and any 3 questions out of **5** from **Section B**.

BUSINESS STUDIES

Content

1. Business and its Environment

- (a) The nature and purpose of economic activity
- (b) The economic system
- (c) Types of business activity
- (d) Forms of business organisations
- (e) Size and growth of business

Having studied this area, candidate should be able to:

- 1.1 describe the development of economic activity and account for the emergence of specialisation, the division of labour and exchange.
- 1.2 state the groups involved in business activity and their objectives: consumers, workers, managers, owners, those with financial interest, the community as a whole the government;
- 1.3 explain the purpose of business activity in terms of the objectives of: non-profit making activity, private enterprise, public enterprise, give examples of the conflict of objectives and of the ways in which priorities change;
- 1.4 describe and explain the role of the state in the economy; distinguish between market, mixed and planned economies;
- 1.5 describe and explain the private and public sectors as ways of organising business activity; describe privatisation, commercialisation and nationalisation;
- 1.6 describe and explain the different types of business activity as typified in the economic classification: primary, secondary and tertiary;
- 1.7 state the main methods of measuring the size of business and make appropriate choices of method in given circumstances; explain the purpose of the classification and measurement of business units;
- 1.8 outline the main characteristics of the different forms of business organisations: sole trader, ordinary and limited partnership registered companies, public organisations, co-operative ownership and joint ventures; consider the appropriateness of each of these forms of business ownership to particular circumstances and choose between them (only a very general knowledge of legal requirements and procedures is expected);

- 1.9 describe how ownership becomes divorced from control as business grows; show how and why the State protects the interest of the various parties;
- 1.10 refer to the local, national and international context within which a business operates, where appropriate;
- 1.11 account for the role and importance of globalisation and multinational forms;

2. BUSINESS FINANCE AND ACCOUNTING

- (a) Sources of finance for Private and Public sector organisations.
- (b) The accounting function.

Having studied this area, candidates should be able to:

- 2.1 identify the main needs for funds and how such needs can be met; identify and comment upon the main sources of private sector finance and the main ways of seeking finance from these sources; identify the main ways in which a business is able to use funds from internal sources;
- 2.2 explain the idea of cash flow and its importance in the management of finance;
- 2.3 identify and explain the main criteria which business will use when seeking short and long-term finance, large and small amounts: purpose, amount, time, risk, gearing; analyse a firm's need for funds for specific purpose and make a choice between the available sources; make similar decisions from the point of view of those who might provide finance: banks, shareholders, institutions;
- 2.4 identify the role of the accounting functions in the planning and control of business activity; use and interpret simple quantitative accounting data, in particular the final accounts (profit and loss account and balance sheet) of a business, using accounting ratios, i.e. profitability, liquidity and gearing ratios;
- 2.5 explain the nature and usefulness of budget and forecasts and prepare examples to demonstrate their nature;
- 2.6 distinguish between various kinds of costs, explaining their nature and significance fixed and variable, direct and indirect, average and marginal);
- 2.7 use break even analysis to make business decisions.

3. MANAGING HUMAN RESOURCES

- (a) Motivation at the workplace
- (b) Management functions and organisational structure
- (c) Communication in business
- (d) Formal and informal representation and participation
- (e) Functions of the personnel department

Having studied this area, candidates should be able to:

- 3.1 identify the objectives of individuals and why they work; discuss the extent to which work satisfies individuals' needs;
- 3.2 identify the rewards for work, financial and non-financial, and their place in motivation; describe different payment systems including piece work, time work, combination systems, bonuses and commissions, productivity agreements; share options scheme, combination systems;
- 3.3 discuss what management can do to meet the needs of workers their reference to motivation theories;
- 3.4 describe the needs to organise internally as business grows and the need for a flexible structure appropriate to the needs of the business; describe types of organisational structure: by function, product, market, and systems; draw and explain a simple organisational chart;
- 3.5 define and comment on central features of organisational structure and activity, such as hierarchy, responsibility, authority, span of control, chain of command, line and staff organisation, centralisation, delegation and job description;
- 3.6 describe the formation of groups in the workplace; explain the importance of formal and informal groups and the roles they play in the work situation;
- 3.7 discuss the nature of leadership, different styles of leadership and their appropriateness to particular situations;
- 3.8 describe the roles of trade unions and employers' associations; outline the structure of trade unions;
- 3.9 discuss the means of avoiding and resolving conflict when relationships break down;
- 3.10 describe the means of recruiting, selecting and placing the workforce; discuss the need for dismissal, redundancy and retrenchment of employees;

- 3.11 describe the role of training and the appropriateness of different types of training to particular circumstances;
- 3.12 discuss the main functions of management, i.e. planning, organising, leading and controlling;
- 3.13 discuss the nature of communication and the need for effective communication in business situation; explain and analyse the main elements of communication message, media timing, etc, identify and explain the barriers to effective communication and how they may be overcome.

4. MARKETING AND PRODUCTION

- (a) The Market and Marketing
- (b) Market Research
- (c) The Marketing Mix
- (d) Methods of production
- (e) Location
- (f) Quality Control
- (g) Research and Development in Production

Having studied this area, candidates should be able to:

- 4.1 describe the characteristics of a market, the role of marketing and its relationship to other departments within the organisation;
- 4.2 describe how businesses identify consumer needs, wants and the market for a product, by market research; describe factors used by businesses to divide the market into segments;
- 4.3 explain the importance of the product in the marketing mix, with reference to product development, banding, packaging, product life cycle and its extension;
- 4.4 explain the role of price in the marketing mix, determination of market prices and pricing strategies that businesses can adopt;
- 4.5 explain the role of promotion in the marketing mix; the aims of promotion and advertising; discuss the different types of advertising and other promotional tools;
- 4.6 explain the role of place in the marketing mix; identify and comment upon the channels of distribution; make appropriate choices of distribution channels in given circumstances;

- 4.7 describe the methods of production, i.e. job, batch and flow/mass;
- 4.8 identify and apply the factors which influence businesses deciding where to locate/relocate; comment upon location/localisation, with particular forms/industries;
- 4.9 show the importance of ensuring quality and discuss the methods of ensuring and monitoring the quality of products and services;
- 4.10 identify the role of research and development in production decisions, and the effects of modern technology and the rate of change;

5. HOW AND WHY GOVERNMENT AND THE COMMUNITY INFLUENCE BUSINESS ACTIVITY

- (a) The reasons for regulation of business activity.
- (b) Aiding and influencing the businesses.
- (c) Aiding and protecting the employee.
- (d) Persuading the protecting the customer.

Having studied this area, candidates should be able to:

- 5.1 discuss in general terms why the State needs to intervene in business activity in so far as this relates to the social and economic objectives of the State;
- 5.2 discuss the idea of social costs and the concept of cost-benefit analysis in general terms (the treatment should be entirely descriptive); apply the concept descriptively to the resolution of simple social cost situations;
- 5.3 discuss why and how the State may intervene in the production process: location decision (local, national, international), production and conditions of work and employment, relationships with other firms;
- 5.4 discuss why and how the State may intervene in the marketing: assistance for exporting; controlling the sale bargain and conditions of sale; advertising and promotion methods;
- 5.5 discuss why and how the State may intervene in protecting the interests of those who lend and provide capital;
- 5.6 discuss why and how private organisations and pressure groups seek to protect the interests of consumers.

Candidates will not be expected to show knowledge of precise statistics or knowledge of detailed clauses of Acts of Parliament or documents. Reference to the proper title of an act is not essential. An ability to state that law exists, what its main objective is and its effect in certain general situations is more appropriate at this level.

Reading List

This is NOT a list of prescribed books: it merely provides a list of alternatives from which teachers may like to choose.

Author	Title	Publisher	ISBN
David Butler	Business Studies	Oxford UP	0198327978
Paul Coates	Business Ventures	Oxford UP	0198327455
Stephen Danks & Lynne Cross	Assignment In Business Studies	Nelson	0174881144
David Dyer & Ian Chambers	Business Studies: An Introduction	Longman	0582356032
Gerry Gorman	Work Out Business Studies	Macmillan	0333490134
Stephen Ison & Keith Pye	GCSE Business Studies (Revise Guide)	Longman	0582015731
Colin Parsons & John Cain	Investigating Business	Longman	0582026733
Alerie Tayfoor	Examining Business Studies	Nelson	0174481136
Alan Whitcomb	Business Studies	Lognman	0273604775
Karen Borrington	Business Studies	Jury Murry	07195,72681