



An Introduction to the Assessment Objectives

IGCSE Business Studies

Objectives

- Introduce Business as an important subject in the IGCSE
- Discuss some of the changes to the syllabus: terminology, weightings, and content
- Explain the relationship between the syllabus, teaching strategies and Assessment Objectives
- Discuss instructional strategies that help students to apply the Assessment Objectives

Introduction

- Business Studies as a subject in the IGCSE: The second most popular subject from the non-compulsory IGCSE subjects (www.cambridgeassessment.org.uk)
- There are over 700,000 subject entries (www.cambridgeinternational.org) for Cambridge IGCSE exams each year from which about 12.9% take Business Studies (www.cambridgeassessment.org.uk); (2016)




Introduction


- Teach important skills for life – communication, ability to analyse and relate facts in order to reach a conclusion, and decision making.
- World-wide acceptance as a base for further studies (A-Levels, IB and other programs), as well as by employers. Students gain understanding of business concepts and techniques.
- Cambridge qualifications are accepted by over 1900 institutions across 81 countries.
(www.cambridgeinternational.org)




New syllabus 2020 – 2022 and resulting changes




No changes in the type, duration and the overall weight of each component



No change in the descriptions of Assessment Objectives (AOs)



Change in the weighting of AOs as a *percentage of the qualification*



Change in the weighting of AOs as a *percentage of each component*



A list of definitions of command words has been provided



Question paper titles have been updated



The international accounting terminology has been updated.

Change in the weighting of AOs as a percentage of the qualification

Old syllabus 2017 - 2019

Assessment objectives as a percentage of the qualification	
Assessment objective	Weighting in IGCSE %
AO1 Knowledge and understanding	30
AO2 Application	30
AO3 Analysis	20
AO4 Evaluation	20

New syllabus 2020 - 2022

Assessment objectives as a percentage of the qualification	
Assessment objective	Weighting in IGCSE %
AO1 Knowledge and understanding	40
AO2 Application	20
AO3 Analysis	25
AO4 Evaluation	15

Change in the weighting of AOs as a percentage of each component

Old syllabus 2017 - 2019

Assessment objectives as a percentage of each component		
Assessment Objectives	Weighting in components %	
	Paper 1	Paper 2
AO1 Knowledge and understanding	40	20
AO2 Application	30	30
AO3 Analysis	15	25
AO4 Evaluation	15	25

New syllabus 2020 - 2022

Assessment objectives as a percentage of each component		
Assessment Objectives	Weighting in components %	
	Paper 1	Paper 2
AO1 Knowledge and understanding	50	30
AO2 Application	20	20
AO3 Analysis	20	30
AO4 Evaluation	10	20

Changes to syllabus content and terminology



A thick vertical line represents a change either in breadth or in depth



Workers has been replaced with employees



Main sources of capital become main sources of finance




Financial and non-financial rewards now are separate points



Economies and diseconomies of scale also separate points


Changes to syllabus content and terminology



Break-even analysis quite a big change: calculate BEP; construct, complete or amend a simple BE chart; margin of safety; make simple decisions



Given some alternative sources of finance as crowd-funding



Balance sheet replaced with statement of financial position

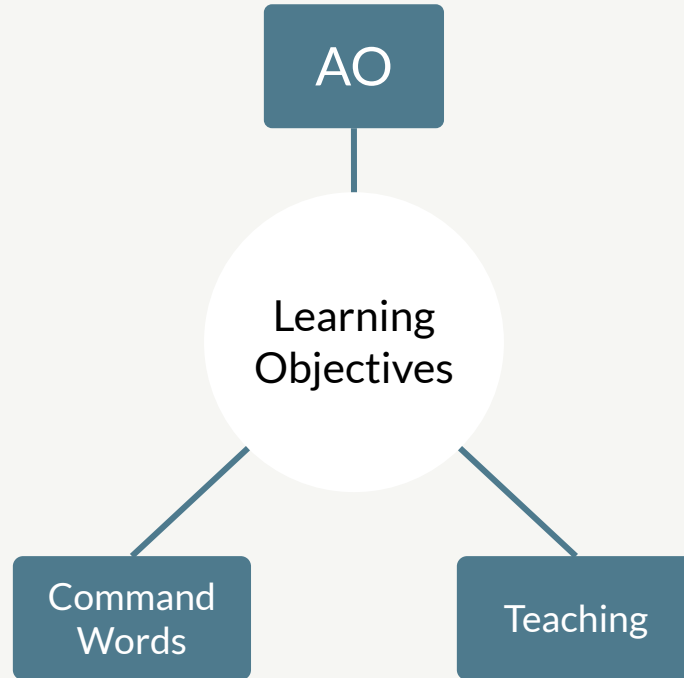


Profitability has been added as a heading of 5.5.1



The ratio analysis is organized as profitability and liquidity ratios

Aligning AOs to Teaching and Command words



Assessment Objectives	Description of AOs
AO1 Knowledge and understanding	<ul style="list-style-type: none"> ● demonstrate knowledge and understanding of facts, terms, concepts, conventions, theories and techniques commonly applied to or used as part of business behaviour.
AO2 Application	<ul style="list-style-type: none"> ● apply knowledge and understanding of facts, terms, concepts, conventions, theories and techniques.
AO3 Analysis	<ul style="list-style-type: none"> ● distinguish between evidence and opinion in a business context ● order, analyse and interpret information in narrative, numerical and graphical forms, using appropriate techniques.
AO4 Evaluation	<ul style="list-style-type: none"> ● present reasoned explanations, develop arguments, understand implications and draw inferences ● make judgements, recommendations and decisions.

Command word	What it means
Calculate	work out from given facts, figures or information
Consider	review and respond to given information
Define	give precise meaning
Explain	set out purposes or reasons / make the relationships between things evident / provide why and/or how and support with relevant evidence
Identify	name/select/recognise
Justify	support a case with evidence/argument
Outline	set out main points
State	express in clear terms

Paper 1: Short Answer and Data Response

Activity 1

1. Read the text then answer the questions.
Remark: due to the lack of time, outline the way each question should be answered. (5 mins)
2. Moderation of answers. (10 mins)

Crystal started her café, CC Café, 10 years ago as a sole trader. She sells coffee, tea, sandwiches and cakes and the café is popular with local people. She employs two part-time members of staff to help her manage the café. Over the years, she has encountered many competitors. She finds managing the café very stressful and is unsure if she should expand. She is making enough profits to survive but is looking at different objectives now. It has also been difficult to keep her employees motivated as they are required to work long hours, and the rate of staff turnover is high. Café Pastry, another financially strong and established rival with several outlets, is looking to buy her café.

Questions:

- (a) Define 'sole trader'. [2]
- (b) Identify **two** other business objectives Crystal may be considering. [2]
- (c) Outline **one** advantage and one disadvantage for Crystal of employing part-time employees. [4]
- (d) Explain **two** ways in which Crystal can motivate her employees in order to retain them. [6]
- (e) Do you think that Crystal should sell her café to Café Pastry? Justify your choice. [6]

[Maximum marks: 20]

	Answer	Mark
(a)	<p>Define 'sole trader'.</p> <p><i>Award 2 marks for full definition</i> <i>Award 1 mark for partial definition</i></p> <p>A sole trader is a business owned and operated [AO1] by one person [AO1].</p>	[2]
(b)	<p>Identify two other business objectives Crystal may be looking at.</p> <p><i>Award 1 mark for each relevant objective identified (maximum of 2).</i> <i>Other appropriate responses should also be credited.</i></p> <p>Possible objectives might include:</p> <ul style="list-style-type: none"> • Growth of the business [AO2] • Survival in a competitive market [AO2] • Increasing her number of potential customers (market share) [AO2] 	[2]

(c) **Outline one advantage and one disadvantage for Crystal of employing part-time employees**

[4]

Award 1 mark for each relevant advantage and disadvantage identified (maximum of 2).

Award 1 mark for each relevant link to this business (maximum of 2).

Other appropriate responses should also be credited.

Relevant points might include:

Advantages:

- Lower wages, which lower costs [AO1] - Crystal is only making enough profit to survive so this would help her [AO2].
- More flexibility for Crystal to ask for staff to work as and when required [AO1] - Cafés are often likely to be busy at different times [AO2].

Disadvantages:

- Cost of recruiting will increase [AO1]. Crystal is a sole trader who is struggling to make a profit so costs are a concern [AO2].
- It is time-consuming to train more staff [AO1] to make coffee and sandwiches [AO2].

(d) Explain two ways in which Crystal can motivate her employees in order to retain them.

[6]

Award 1 mark for each relevant way identified (maximum of 2).

Award 1 mark for each relevant reference made to this business (maximum of 2).

Award 1 mark for each relevant explanation (maximum of 2).

Other appropriate responses should also be credited.

Relevant points might include:

- Monetary rewards [AO1] (for example, increasing wages or offering bonuses [AO1]) - As Crystal is a sole trader and has little time available to her [AO2], this simple method may be the quickest and most effective way of motivating staff [AO3].
- Training [AO1] - This will develop her employees' skills [AO1]. As the business is making food and drinks [AO2], training will improve the quality of the finished product as well as motivate the workers [AO3].
- Fringe benefits [AO1] (for example, food allowance, medical allowances, insurance, more break time [AO1]) - Crystal is operating in a competitive market [AO2] and if the competitors offer these benefits when she does not, labour turnover will increase [AO3].

(e) Do you think that Crystal should sell her café to Café Pastry? Justify your choice.

[6]

Award up to 2 marks for identification of relevant issues [AO1, AO2].

Award up to 2 marks for relevant development of point(s) [AO3].

Award up to 2 marks for justified decision made as to whether Crystal should accept the takeover [AO4].

Other appropriate responses should also be credited.

Relevant points might include:

Arguments for accepting the offer	Arguments against accepting the offer
More finance to continue the café [1] - Crystal is a sole trader [1] and as such will have limited capital available for growth [1].	Loss of control [1] as Crystal has always been a sole trader [1] - There will be more conflict and disagreement, as there are more people to consult.
More support and help in terms of making decisions [1] - Crystal is already working long hours [1] and the support could help her to grow the business and manage her staff [1].	It will take longer to make decisions [1] because more managers will be involved in decision making [1], which could affect the quality of the service in Crystal's café [1].



Conclusions may include:

- Crystal should accept the offer because it will give her more capital to grow the business [1]. However, in the long term, management of the business would become more difficult and time-consuming, which could affect quality [1].
- Crystal should reject the offer. Although she would receive more support from the management of Café Pastry [1], she would lose her control of the business she enjoyed as a sole trader [1].

Self – Reflections

Activity 2

1. Think of the current students you have. What will be the most difficult question(s) to answer and why?
2. How to teach our students to implement the AOs when answering any type of assessment? (5 mins)

Add your reflections to the chat! (send to all attendees)

Strategies for better learning

- Clearly outline the given assessments into formative and summative
- Teach each assessment objective separately
- Give sample questions for students to answer
- Repeat the same questions after giving feedback then mark
- Let students first work in pairs and open books to help each other
- Provide constant feedback
- Relate the AO to the command word used in a question
- Remind students to relate their theoretical answer to the stimulus



Types of Assessment

Formative:

continuous, conducted during the teaching & learning process

- Presentation
- Quiz
- Homework
- Classwork
- Observation in class
- Project

Summative:

evaluate student learning at the end of an instructional unit by comparing against a standard

- Unit test
- Midterm exam
- Final exam
- Final project



Q&A Session

Add your questions in the Q&A tab!

References

- <https://www.cambridgeassessment.org.uk/our-research/data-bytes/the-most-popular-non-compulsory-gcse-subjects-in-the-period-2005-2014/>
- <https://www.cambridgeinternational.org/about-us/what-we-do/facts-and-figures/>
- <https://www.cambridgeassessment.org.uk/Images/420406-uptake-of-gcse-subjects-2016.pdf>
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