



IGCSE Business Studies: Strategies for overcoming common teaching challenges



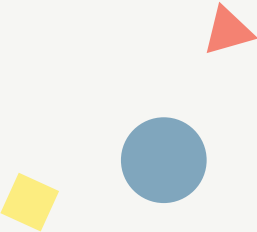
Introduction - Pamela Ng Yui Ling

- Teaching in ACS (International) Singapore since 2007
- IGCSE Business Studies Assistant Examiner since 2011
- IB Business Management Assistant Examiner since 2013





Agenda

- Weak Content Knowledge (AO1)
 - How to spot weak content knowledge
 - Strategy for handling weak content knowledge
 - Weak Analysis (AO3)
 - How to spot weak analysis
 - Strategy for handling weak analysis
 - Weak Application (AO2)
 - How to spot weak application
 - Strategy for handling weak application
 - Weak Evaluation (AO4)
 - How to spot weak evaluation
 - Strategy for handling weak evaluation
 - Some Additional Teaching Strategies
 - Q&A
- 



Weak Content Knowledge (AO1)





How to spot Weak Content Knowledge (AO1)

Students get overwhelmed when seeing all the content


Students leaving answers blank

Students getting mixed up or confused about the definitions/features/characteristics





+ My steps to overcoming weak content knowledge (AO1)



Step 1: Copy out all definition onto a physical notebook or laptop/tablet or Highlight the definitions in the textbook.

Step 2: Give an activity on using their own words to express the idea behind the keyword (definition vs their own words)

- Or Use a *Notes template*
- Or *Matching Terms and Definitions*





Weak Content Knowledge (AO1) - How to improve?

Step 1:

Copy out all definition on to notebook via physical notebook or laptop/tablet or Highlight the definitions in the textbook.
(Useful for visual learners)

Definitions to learn

Opportunity cost is the next best alternative given up by choosing another item.

Definitions to learn

Added value is the difference between the selling price of a product and the cost of bought in materials and components.

Definitions to learn

A **need** is a good or service essential for living.
A **want** is a good or service which people would like to have, but which is not essential for living. People's wants are unlimited.
The **economic problem** – there exist unlimited wants but limited resources to produce the goods and services to satisfy those wants. This creates scarcity.



Weak Content Knowledge (AO1) - How to improve?



Step 2:

Give an activity on using their own words to express the idea behind the keyword (definition vs their own words)

*Example: a **sole trader** is a self-employed person who owns and runs their own business as an individual*

Own words: One person who operates the business on his/her own



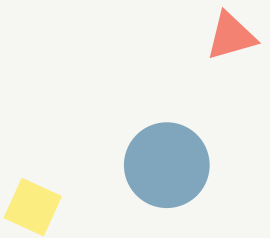


Using a Notes template

This is effective in teaching the students note taking skills

Unit 1 Notes

The Purpose of Business Activity

- 1) What is a need? Example?
 - 2) What is a want? Example?
 - 3) Why is there scarcity?
 - 4) What are Factors of Production? FOPS?
- 



Using 'Matching terms and definitions' exercise

Simple to prepare for the teacher

A Need	A good or service essential for living
A Want	A good or service which people would like to have, but which is not essential for living
Opportunity	Next best alternative given up by choosing another item





Weak Analysis (AO3)



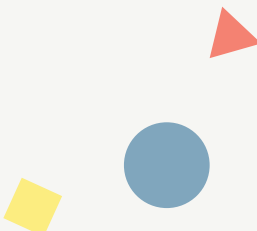


How to spot Weak Analysis (AO3)

Poor explanation
of feature/
characteristics

Incorrect use of
terms/explanation

Brief and short
responses



My steps to overcoming weak analysis (AO3)

Step 1: Start by asking students to write the feature/characteristic, referring to notes or textbook.

Step 2: Start by asking students to write the advantage: move on to using their own words to explain what the advantage means

Step 3: Move on to using key words in the theory/topic when explaining the effect on the business

Step 4: Linking it back to the question



Weak Analysis (AO3) - How to improve?

Step 1: Start by asking students to write the feature/characteristic, referring to notes or textbook.

Example: Advantage of a Public Limited Company for XYZ (Textbook)

The company is able to raise large sums of money and there is no limit to the number of shareholders.

Advantages of a public limited company

- This form of business organisation still offers **limited liability** to shareholders.
- There is now the opportunity to raise **very large capital sums** to invest in the business. There is no limit to the number of shareholders a public limited company can have.





Weak Analysis (AO3)- How to improve?

Step 2: Next, get students to write the advantage using their own words

*Example: Advantage of Public Limited Company for XYZ- **able to raise capital***

Own words: The business is able to raise funds/money by selling shares to the general public in order use these funds for expansion (Advantage)





Weak Analysis (AO3)- How to improve?

Step 3: Move on to using key words in the theory/topic when explaining the effect on the business

Advantage of Public Limited Company for XYZ

- The business is able to raise funds/money by selling shares to the general public in order use these funds for expansion (Advantage). *This allows the business to have sufficient funds to buy assets for the business (Effect on the business).*



Weak Analysis (AO3)- How to improve?

Step 4: Move on to using key words in the theory/topic when explaining the effect on the business

The Advantage of Public Limited Company for XYZ

- The business is able to raise funds/money by selling shares to the general public in order use these funds for expansion (Advantage). This allows the business to have sufficient funds to buy assets for the business (Effect). *XYZ is able to buy land as suggested in the case for future expansion of the manufacturing of computers (linking back to the business).*





Weak Application (AO2)

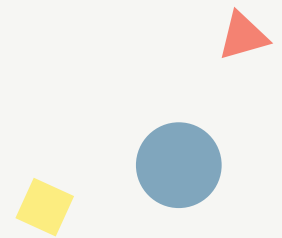




How to spot Weak Application (AO2)

Students' answers can be applied to any question without relevance to context of the case

Students just mentioning and repeating the company name or names of personnel mentioned in case



My steps to overcoming weak application (AO2)

Step 1: First read the question and case study carefully

Step 2: Identify up to 8-10 examples/applications that can be used for the question

Step 3: As the students are writing their responses, try to incorporate the examples as part of their application



My steps to overcoming weak application (AO2)



- Step 1: First read the question and case study carefully.
- Step 2: Based on the context of the question/case study, identify up to 8-10 examples/applications that can be used for the question.
 - Highlight/underline all relevant keywords in case study associated with the business in case study
- Example: Feb/march 2019 case study paper 2



Peter's Restaurants (PR)

Peter has a successful restaurant business, called PR, which he set up 10 years ago. The business has a chain of 5 restaurants located in the centre of the main city, in high income areas. The business is in country Z which has had high levels of economic growth for the past 5 years. PR has increasing sales and profits.

The 5 restaurants are well-known for the good quality of the food, which is sold at high prices. Peter wants to expand the business and open a new restaurant with a takeaway service. He has written a business plan for this expansion. Peter thinks locating the new restaurant in an area with low incomes will be a new challenge for him. He also thinks there is a demand for takeaway food. These are meals that are prepared and then delivered to customers' homes to be eaten there. Peter needs to decide which methods of sales promotion to use.

- Set-up 10 years ago
- Chain of 5 restaurants located in the centre of the main city
- High income area
- High levels of economic growth for the past 5 years
- Want to open a takeaway service

Step 3: As the students are writing their responses, try to incorporate the examples as part of their application

- 1 (a) Identify and explain **two** ways a business plan could help Peter when expanding his business.

Way 1: ... Enable Peter to take a bank loan

Explanation: A business plan can help Peter obtain a bank loan. When a bank loan is

Shown to a bank manager, details such as objectives and financial forecast are shown to

..... The bank manager. This will reassure the bank manager that Peter is clear with his

Expansion plans for his restaurant with a takeaway service and will likely approve the

Bank loan.

.....



Weak Evaluation (AO4)

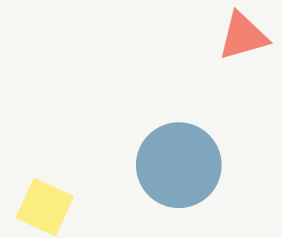




How to spot Weak Evaluation (AO4)

One sided
argument

Decision/judgement
taken does not
relate to the
context of the case



My steps to overcoming weak evaluation (AO4)

Step 1: Identify the feature/advantage/disadvantage

Step 2: Use words such as 'however', 'although', 'but' to compare the advantages and disadvantages

Step 3: Important to link the final decision to the question/context of question



My steps to overcoming weak evaluation (AO4)



- Step 1: Identify the feature/advantage/disadvantage
- Step 2: When evaluating, words such as 'however', 'although', 'but' should be encouraged to be used to compare the advantages and disadvantages
- Step 3: Important to link the final decision to the question/context of question
- Example: Feb/march 2019 paper 1, question 1





(e) Do you think Anna and James should move to a larger shop? Justify your answer.

- Step 1:

A larger shop will allow for more customers to access the shop and therefore will reduce the complaint of long queues in the shop. This will help increase sales in the ice cream shop with a larger space available (advantage)

- Step 2:

However, a larger shop may mean an increase in rent which will increase the overall cost for Anna and James. This would be a problem as there are only the 2 of them as partners (Step 3 + Application) and thus funds may be limited.

(Disadvantage)





General Teaching Strategies and Inspiration



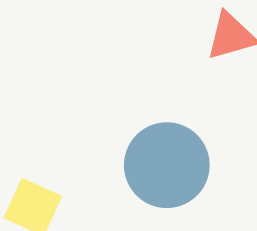
Ticks and Crosses

- Great for differentiating quiet, shy students to gauge their level of understanding
- Does not take up too much time trying to get students to give feedback
- AO1, AO2, AO3, AO4





Learning Menu

- A series of activities students work on , depending on their comfort level of each task/activity
 - Allows for a good amount of creativity as students can choose which tasks/activities they would like to attempt
 - Students who are more focused on writing content are also able to showcase their analysis and evaluation skills
 - Will need some time from the teacher to prepare
 - AO1, AO2, AO3, AO4
- 

Chapter 4.4/4.5/4.6 Product Learning Menu

Appetizer (Choose one)	Possible Points	Actual Points
<i>Knowledge and understanding</i>		
Attempt all review questions in chapter 4.4 to 4.6.	10	
Identify 7 key terms in each of the chapters and illustrate the key terms using the concept of Pictionary.	10	

Main Course
(Choose three)

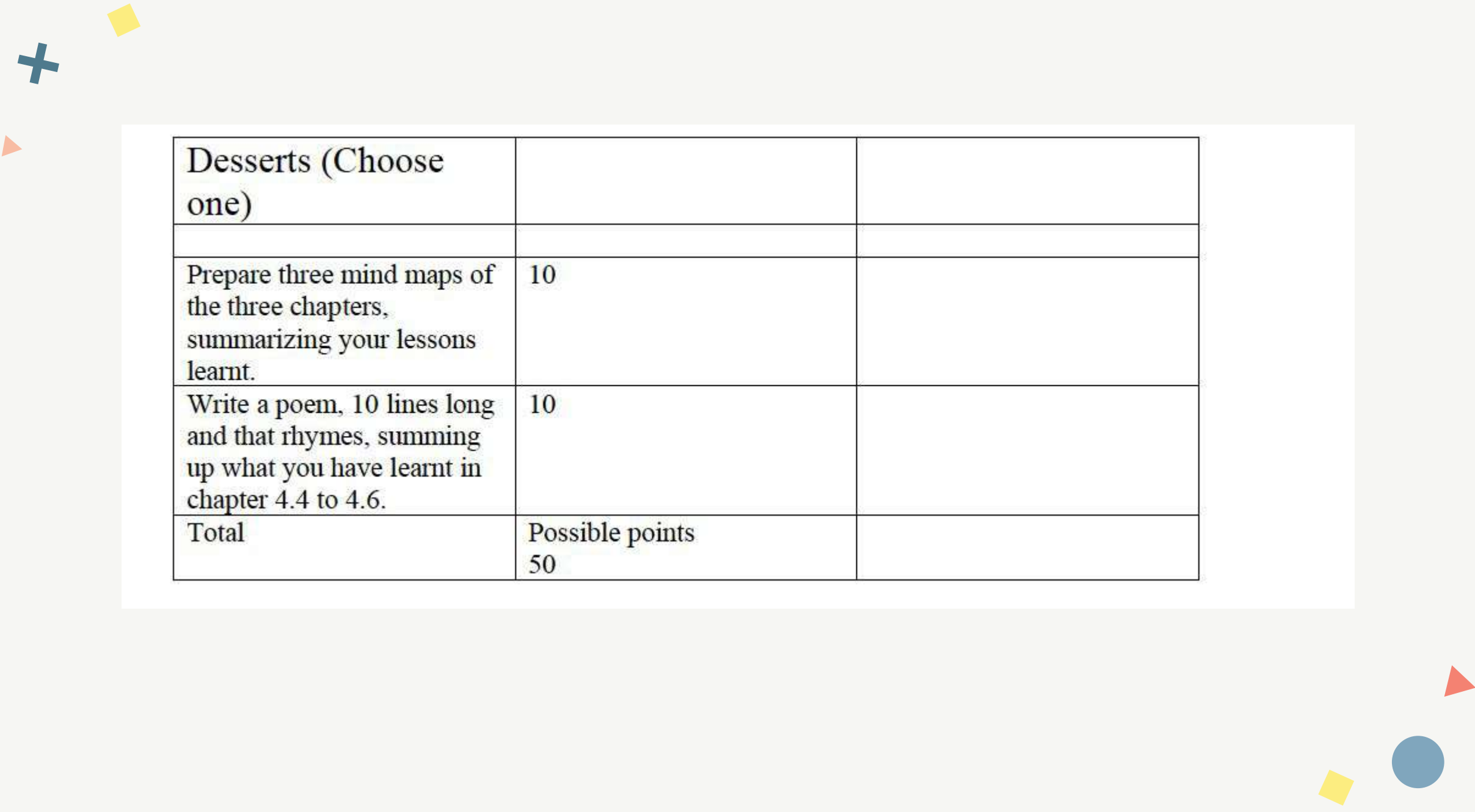
(Analysis and Evaluation)

Students have to write a recipe of the lesson (or your learning in these 3 chapters). It can be a good way to narrate the lesson and so help recall.

10

Imagine you are the marketing manager of ACS (International). Using creative methods, illustrate what **pricing, promotion and distribution** methods you would use to attract more potential students. **Justify** why you use these methods.

10



Desserts (Choose one)		
Prepare three mind maps of the three chapters, summarizing your lessons learnt.	10	
Write a poem, 10 lines long and that rhymes, summing up what you have learnt in chapter 4.4 to 4.6.	10	
Total	Possible points 50	

Socrative platform

- Online platform to create your own quiz
- Able to incorporate MCQs, short answer questions into quiz
- Students work on the quiz on their phones/laptop/tablet which saves time
- Able to download responses and results of each individual student
- Able to download a soft copy of the quiz you have created
- Often use as an end of chapter revision
- AO1, AO3

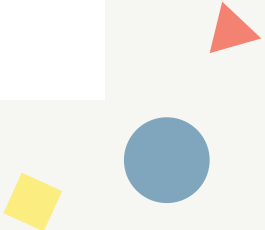




Unit 5 Business Objectives and Stakeholder objectives

Score _____

-
1. List and explain 3 objectives that business have.

 2. Explain what the objectives of social enterprise might be.
- 

Additional teaching strategies

- **Writing the exam questions (AO1, AO2, AO3, AO4)**

- Often used when the entire syllabus is taught
- Students can create their own paper 1 questions, thus familiarizing themselves with the format of the exams.
- Students can swop the questions and develop mark schemes
- Teacher will need to be around students/groups to help them develop questions and mark scheme

- **Kahoot (AO1, AO3, AO4)**

- Quizzing platform
- Fun way to start or end the lesson/topic

- **Video tutorials (AO1, AO2, AO3, AO4)**

- Recording video tutorials for students (Quicktime)
- Usually for homework set/workbook questions so students are able to pause the video to write or rewind to listen to it again
- Effective for students who are weak in writing as this allows them the time, on their own, to revisit the responses again

- **Kognity**

- Strength Questions (Easy/medium/hard difficulty levels for questions)
- Exam Style Questions
- Case Studies
- Allows students to revise and study at their own pace

Q&A





Thank you!