



Business Studies Foundation Course

COURSE OUTLINE SUMMARY SHEET

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Content

Module 1 People and organisations

Motivation theory
Leadership and management styles

Module 2 Evaluation of evidence

Primary and secondary evidence
Reliability
“Is CIE a successful school?”

Module 3 Objectives and strategies

Setting up a business
Different types of business
SWOT analysis

Module 4 Marketing

Market research
Market analysis
Marketing objectives
Marketing Mix

Module 5 Finance and accounting

Fixed and variable costs
Break even analysis

Assessment objectives

Knowledge: source, select and recall material to demonstrate knowledge effectively.

Understanding: apply knowledge to discuss business issues and make presentations.

Analysis: analyse business problems demonstrating and awareness of those factors contributing to success/failure.

Synthesis: present a clearly structured response.

Evaluation: distinguish between fact and opinion assessing the reliability of evidence and present a conclusion supported by the evidence. Understand the word “perspective”.

Communication: use a style appropriate to context, using specialist vocabulary when appropriate and ensuring that spelling, punctuation and grammar are appropriate.

Assessment Criteria

Knowledge and Understanding

- a) Understanding shown of appropriate terminology.
- b) Evidence that relevant data have been gathered.
- c) Evidence of understanding of theory.
- d) Effective organisation and presentation of information in numerical and diagrammatic forms.

Application of Knowledge/Methodology

- a) Research objectives are made explicit.
- b) Appropriate background data presented to put the project into context.
- c) Relevant primary and secondary research conducted, justifying the choice of techniques and showing the strengths and weaknesses of each.
- d) Clear explanation of how, where and why and with whom the research was conducted.
- e) Selectivity in applying the findings to the projects objectives.

Analysis of Evidence

- a) Appropriate use of theory to investigate a problem or situation.
- b) Identification of cause, effect and interrelationships.
- c) Breaking the material down to show underlying causes or problems.
- d) Use of appropriate techniques to analyse data.
- e) Interpreting individual findings within the context of the objectives of the project.

Synthesis

- a) Building the parts/themes within the project into a connected whole.
- b) Developing a logical sequence of argument.
- c) Demonstrating clarity of expression through summarising an argument.

Evaluation

- a) Informed comment on individual findings or evidence.
- b) Distinguishing between fact and opinion.
- c) Judgement of the wider issues and implications.
- d) Conclusions drawn from the evidence presented.

Assessment:

Three case studies each 1000 words. Each case study carries 20% of marks.
One in depth study 3,000 words. This carries 40% of the marks.