



Dear Parents and guardians,

Welcome to the Business Studies January's newsletter.

Curriculum Guide for January:

During the next four weeks, your child will be studying the following topics:

Grade 9:

Recruitment, selecting and training of workers

- the role of the Human Resources department
- each stage of the recruitment And selection process
- benefits/ limitations of part-time and full-time workers
- importance of training and different types of training
- why reducing the size of workforce might be necessary
- legal control over employment issues

Internal and external communication

- the importance of effective communication to business
- the difference between internal and external, formal and informal communication
- the different methods of communication
- the barriers to effective communication and how they can be overcome.

Marketing, Competition and the Customers

- the role of marketing
- why markets change in terms of consumer spending patterns and competition, and how businesses respond to these changes
- the difference between mass marketing and niche marketing
- how and why market segmentation is carried out.

Keywords for this topics: motivation, organizational structure, management, recruitment, selection, training, communication, internal communication, external communication, medium of communication, receiver, feedback, transmitter, one-way communication, two-way communication, marketing, role of marketing, competition, mass marketing, niche marketing, marketing segmentation

KS4 (Grade10)

Business and the international economy

- how globalization creates threats and opportunities for business
- what multinational business are and the benefits to a business of becoming a multinational
- the impact multinationals can have on the economies they operate in
- how exchange rate movements can have an impact on business decisions

Past exam papers – Exam Style Questions paper 1 and 2

Keywords for this topics: globalisation, free trade agreements, import quota, protectionism, multinational business, transnational business, exchange rate, currency appreciation and depreciation, common currency, economic unions.

Homework.

Your child will be given worksheets every day and one homework over the week, where he/she must put in practice the concepts that were covered all through the week. We are looking for the students to be able to use the concepts and develop a personal idea, analysing and evaluating situations.

How you can Help.

You can help your children by explaining him/her the concepts that they haven't really understood in class.

Here are some useful websites: [https://books.google.ae/IGCSE Business Studies](https://books.google.ae/IGCSE+Business+Studies)

Discover the business world!

Contact

Mr. Cristian Gheorghe
cristian.g@albasmaschool.ae