



# **CAMBRIDGE INTERNATIONAL A and AS LEVEL BUSINESS**

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- ❑ **Fact 1: I am 31 and I have 2 sons**
- ❑ **Fact 2: I have more than 5 thousand followers on my Instagram account**
- ❑ **Fact 3: I have 2 master's degrees and I have bachelor's in commercial law**

- ✓ Be on time
- ✓ Asking questions/Participating
- ✓ Respecting your peers/tutors
- ✓ Be prepared for seminars
- ✓ Drinks – OK, food – NO
- ✓ NO Social Networks, NO online games



# WHAT DO BUSINESSES DO?



# BUSINESS ACTIVITIES

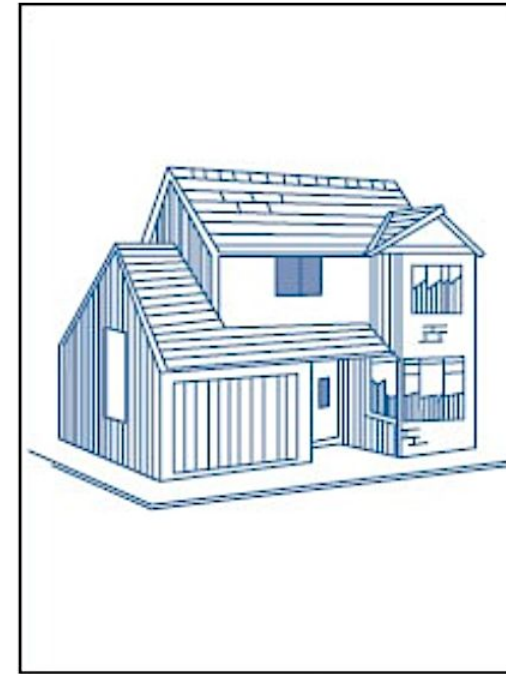
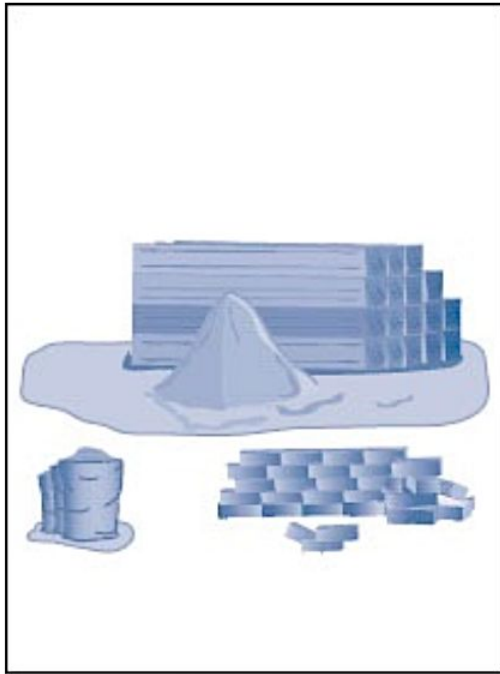
- ❑ Identify the needs of customers
- ❑ Purchase resources
- ❑ Produce goods and services
- ❑ Deliver goods and services to customers
- ❑ Make profit



# CREATING VALUE



# CREATING VALUE BY BUILDING A HOUSE



# CREATING VALUE - EXAMPLES

- ❑ Jewellery shop
  - well-designed shop-window
  - attractive shop fittings
  - well-dressed shop assistants
  - beautiful boxes for jewelery
  
- ❑ Sweet manufacturer
  - advertising of the brand
  - attractive packaging
  - selling through confectionery shops

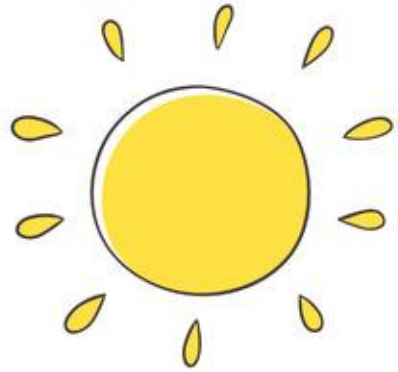


# PRACTICAL ACTIVITY

- ❑ Explain how the following businesses could create added value to the goods they buy in:
  - a. Hotel
  - b. Car dealer
  - c. Clothing manufacturer
  - d. Fast food restaurant



# DYNAMIC BUSINESS ENVIRONMENT



# CASE STUDY





- ✓ write down two things you have learnt in the lesson
- ✓ join another learner to discuss his/her lists
- ✓ create a list of four key learning points

# WHO IS AN ENTREPRENEUR?



# ENTREPRENEUR

- ✓ Identifies a need for a new product/process/service
- ✓ Organizes limited resources
- ✓ Creates a business opportunity



# CASE STUDY



# LINK FOR THE VIDEO

<https://www.youtube.com/watch?v=Odx8NV6dX0Q>





# PRACTICAL ACTIVITY

- ❑ Research an entrepreneur of your choice
- ❑ Create an entrepreneur factsheet on chosen entrepreneur and their business activities:
  - What is the name of the entrepreneur?
  - What business/businesses are they famous for starting?
  - How did they start their business? Were they successful on their first try? Have they been involved in more than one business? Write a short background explaining their career.
  - Have they been involved in other activities that could be good for an economy/society?
  - Have they faced any challenges/barriers to entrepreneurship? What impacts did this have on them and the business?