

Course Title: Business and Management IB SL

Department: IB, General Elective

Course #: 2766

Grade Level/s: 11 or 12

Length of Course: Year

Prerequisite/s: None

UC/CSU (A-G) Req: (G) Elective

Brief Course Description: Business and Management IB SL (International Baccalaureate Standard Level) prompts the study of business functions, management processes and decision-making in contemporary contexts of strategic uncertainty. It examines how business decisions are influenced by factors internal and external to an organization, and how these decisions impact its stakeholders, both internally and externally. Business management also explores how individuals and groups interact within an organization, how they may be successfully managed and how they can ethically optimize resources in a world with increasing scarcity and concern for sustainability. The following six concepts underpin the Diploma Programme business management course: Change, Culture, Ethics, Globalization, Innovation, and Strategy. The aims of the business management course are to: encourage a holistic view of the world of business, empower students to think critically and strategically about individual and organizational behavior, promote the importance of exploring business issues from different cultural perspectives, enable the student to appreciate the nature and significance of change in a local, regional and global context, promote awareness of the importance of environmental, social and ethical factors in the actions of individuals and organizations, and lastly, to develop an understanding of the importance of innovation in a business environment. Students will be prepared to take the Business and Management IB SL exam, if they choose to do so.

I. GOALS

By the end of the business management course, students are expected to reach the following assessment objectives:

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- A. Demonstrate knowledge and understanding of:
 - 1. The business management tools, techniques and theories specified in the syllabus content
 - 2. The six concepts that underpin the subject
 - 3. Real-world business problems, issues and decisions
- B. Demonstrate application and analysis of:
 - 1. Knowledge and skills to a variety of real-world and fictional business situations
 - 2. Business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts
- C. Demonstrate synthesis and evaluation of:
 - 1. Business strategies and practices, showing evidence of critical thinking
 - 2. Business decisions, formulating recommendations
- D. Demonstrate a variety of appropriate skills to:
 - 1. Produce well-structured written material using business terminology
 - 2. Select and use quantitative and qualitative business tools, techniques and methods
 - 3. Select and use business material, from a range of primary and secondary sources

II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

Semester I

- A. Unit 1: Business Organization and Environment
 - 1. 1.1 Introduction to business management
 - 2. 1.2 Types of organizations
 - 3. 1.3 Organizational objectives
 - 4. 1.4 Stakeholders
 - 5. 1.5 External environment
 - 6. 1.6 Growth and evolution
- B. Unit 2: Human Resource Management
 - 1. 2.1 Functions and evolution of human resource management
 - 2. 2.2 Organizational structure
 - 3. 2.3 Leadership and management
 - 4. 2.4 Motivation
 - 5. 2.5 Organizational
- C. Unit 3: Finance and Accounts
 - 1. 3.1 Sources of finance
 - 2. 3.2 Costs and revenues
 - 3. 3.3 Break-even analysis
 - 4. 3.5 Profitability and liquidity ratio analysis
 - 5. 3.7 Cash flow

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Semester II

- A. Internal Assessment
This component is internally assessed by the teacher and externally moderated by the IB Review Committee at the end of the course
- B. Written Commentary
- C. Students produce a written commentary based on three to five supporting documents about a real issue or problem facing a particular organization. Maximum 1500 words
- D. Written Commentary Introduction
- E. The SL internal assessment is a written commentary that allows students to demonstrate the application of business management tools, techniques and theories to a business issue or problem
- F. Requirements
SL students are required to:
 - 1. Select a real business issue or problem for their written commentary that must relate to the SL syllabus
 - 2. Refer directly to a single business organization, but may consider industry-wide issues that impact on the organization
 - 3. Base their written commentary on secondary research, selected for its suitability, depth and breadth. Primary research may be used as support
 - 4. Provide a title for the commentary that, to give focus and direction, must be framed as a question
 - 5. Produce a written commentary that does not exceed 1,500 words
 - 6. Attach to the commentary three to five supporting documents from which the majority of the information for the commentary has been obtained
 - 7. Fully reference all supporting documents and additional sources and include them in a bibliography
- G. Unit 4: Marketing
 - 1. 4.1 The role of marketing
 - 2. 4.2 Marketing planning, including introduction to the four Ps (produce, place, price, promotion)
 - 3. 4.4 Market research
 - 4. 4.5 The four Ps (product, price, promotion, place)
 - 5. 4.8 E-commerce
- H. Unit 5: Operations Management
 - 1. 5.1 The role of operations management
 - 2. 5.2 Production methods
 - 3. 5.4 Location

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III. ACCOUNTABILITY DETERMINANTS

- A. Key Assignments
 - 1. Daily participation: class discussion, group work
 - 2. Homework: nightly reading, analysis of case studies, research
 - 3. Daily class assignments: projects, group work, individual work
 - 4. Quizzes: frequent quizzes from nightly reading, key terms, and key case studies
 - 5. Tests: unit exams and mid-terms, which will all be essays or short answer questions
 - 6. Internal Assessment requirement, broken down in mini-due dates

- B. Assessment Methods
 - 1. Internal Assessment
 - 2. Use of assessment criteria, markbands, analytic mark schemes, and marking notes
 - 3. External Assessment Paper 1 and 2 covering assessment objectives 1, 2, 3, 4 on units 1-5 (structured responses and extended responses using case studies and other stimulus material)

IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES

- A. Required Textbook(s):
 - Title: Business Management: Print and Online Course Book Pack
 - ISBN: 9780198354987
 - ISBN 10: 0198354983
 - Author: Martin Mwenda Muchena, Robert Pierce and Loykie Lomine
 - Publisher: Oxford University Press
 - Format: Book + Online
 - Grade Level: Diploma Programme
 - Series: IB Business Management 2014
 - Year: 2014
 - Release date: Oct 30, 2014
 - Price: \$79.00

- B. Supplementary Materials: none

- C. Methodologies:

All instructional methodologies address adaptations necessary for special needs learners and English Language Learners.

 - 1. Teacher lecture
 - 2. Seminars
 - 3. Class discussions
 - 4. Group projects/presentations
 - 5. Class activities and games
 - 6. Experiments
 - 7. Reading from text and journals
 - 8. Peer edits of writing
 - 9. Individual student presentations
 - 10. Re-enacting experimental studies