

# Business Management (HL/SL) 11 (2016-2017)

**Time: 8x 35 minutes per week**

**Course Description:**

*Business management studies 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 upon its stakeholders. It also explores how individuals and groups interact within an organization at local, national and international level on how they may be successfully managed and how they can ethically optimize the use of resources in a world with increasing scarcity and concern for sustainability.*

*Emphasis is placed on strategic decision-making and the operational business functions of human resource management, finance and accounts, marketing and operations management. Links between the topics are central to the course, as this integration promotes a holistic overview of business management. Through the exploration of six concepts underpinning the subject (change, culture, ethics, globalization, innovation and strategy), the business management course allows students to develop their understanding of interdisciplinary concepts from a business management perspective.*

**Resources:**

**Stimpson, P. & Smith, A. (2012), Business and Management for the IB Diploma, Cambridge University Press:Cambridge**

**Main Topics Covered:**

**Semester 1**

**Unit 1: Business organization and environment**

- 1.1 Introduction to business management
- 1.2 Types of organizations
- 1.3 Organizational objectives
- 1.4 Stakeholders
- 1.5 External environment
- 1.6 Growth and evolution
- 1.7 Organizational planning tools (HL only)

**Unit 2: Human resource management**

- 2.1 Functions and evolution of human resource management
- 2.2 Organizational structure
- 2.3 Leadership and management
- 2.4 Motivation
- 2.5 Organizational (corporate) culture (HL only)
- 2.6 Industrial/employee relations (HL only)

**Semester 2**

**Unit 3: Finance and accounts**

- 3.1 Sources of finance
- 3.2 Costs and revenues
- 3.3 Break-even analysis
- 3.4 Final accounts (some HL only)
- 3.5 Profitability and liquidity ratio analysis
- 3.6 Efficiency Ratio Analysis (HL only)
- 3.7 Cash flow
- 3.8 Investment appraisal (some HL only)
- 3.9 Budgets (HL only)

**Unit 4: Marketing**

- 4.1 The role of marketing
- 4.2 Marketing planning (including introduction to the four Ps)
- 4.4 Market research
- 4.5 The four Ps (product, price, promotion, place)
- 4.6 The extended marketing mix of seven Ps (HL only)
- 4.8 E-commerce

## Assessment

Internal Assessment	Weighting
Quarter 1 – CA1 only Quarter 2 (end of semester 1) – CA1+ CA2 + SA1 Quarter 3 – CA3 only Quarter 4 (end of semester 2) – CA3+ CA4 + SA2  <ul style="list-style-type: none"> <li>• End of Semester Examinations (SA1 Or SA2)</li> <li>• Continual Assessment ( CA1 + CA2 Or CA3 + CA4) including:               <ul style="list-style-type: none"> <li>- Topic tests</li> <li>- Presentation/s and assignments</li> </ul> </li> </ul>	70 20 + 10
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