

Business management toolkit

Suggested unit areas for integration of tools (not exhaustive) are shown in parentheses with each tool

SWOT analysis

| S Strengths | W Weaknesses | O Opportunities | T Threats |
|--|--|--|--|
| <ul style="list-style-type: none"> • Things your business does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff | <ul style="list-style-type: none"> • Things your business lacks • Things your competitors do better than you • Resource limitations | <ul style="list-style-type: none"> • Underserved markets for specific purposes • Few competitors in your area • Emerging needs for your products and services | <ul style="list-style-type: none"> • Emerging competitors • Changing regulatory environment • Negative press/media coverage |

(units 1, 2, 3, 4, 5)

Ansoff Matrix

| | | | |
|------------------|---------------------|---------------------|---------------------|
| | Existing products | New products | |
| Existing markets | Market penetration | Product development | Increasing risk |
| New markets | Market development | Diversification | |
| | Increasing risk | | |

(units 1, 4)

Boston Consulting Group (BCG) matrix

The growth share matrix

Relative market share
Cash generation

| | | |
|----------------------------------|----------|---------|
| | High | Low |
| Market growth rate Cash usage | High | Low |
| | High | Low |

(units 3, 4)

Decision trees

Business decision: choice of three building sites (A, B or C)

```

    graph LR
      1[1] --> SiteA[Site A]
      1 --> SiteB[Site B]
      1 --> SiteC[Site C]
      SiteA --> 2((2))
      SiteA --> 2 --> SucceedA[succeed]
      SiteA --> 2 --> FailA[fail]
      SiteB --> 3((3))
      SiteB --> 3 --> SucceedB[succeed]
      SiteB --> 3 --> FailB[fail]
      SiteC --> 4((4))
      SiteC --> 4 --> SucceedC[succeed]
      SiteC --> 4 --> FailC[fail]
  
```

Each outcome has a probability of being a success or failure.
(units 1, 5)

Descriptive statistics

Descriptive statistics will include the following.

- Mean
- Mode
- Median
- Bar charts
- Pie charts
- Infographics
- Quartiles
- Standard deviation

(units 2, 3, 4, 5)

Circular business models

circular economy

Circular business models will include the following.

- Circular supply models
- Resource recovery models
- Product life extension models
- Sharing models
- Product service system models

(units 1, 5)

Business plan

Checklist

- Executive summary
- Business description
- Human resource plan
- Financial plan
- Marketing plan
- Operational plan

(units 1, 2, 3, 4, 5)

Steeple analysis

- S** Social
 - Demographics
 - Population growth
 - Age distribution
- T** Technological
 - Technological growth
 - New innovation
 - Skilled resources
- E** Economic
 - Economic growth
 - Exchange rates
 - Interest rates
- E** Environmental
 - Weather
 - Climate change
 - Environmental policy
- P** Political
 - Government policy
 - Taxation
 - Political stability
- L** Legal
 - The court system
 - Employment law
 - Discrimination law
- E** Ethical
 - Bribery
 - Intellectual property
 - Reputation

(units 1, 2, 4)

Critical path analysis (HL only)

```

    graph LR
      10 -- A --> 30
      10 -- B --> 20
      20 -- C --> 50
      30 -- D --> 40
      30 -- E --> 50
      40 -- F --> 50
  
```

Critical path analysis (HL only) will include the following.

- Completion and analyses of a critical path diagram (drawing of the diagram is not expected)
- Identification of the critical path
- Calculation of free and total float

(units 4, 5)

Hofstede's cultural dimensions (HL only)

Hofstede's cultural dimensions

- Power distance
- Individualism vs collectivism
- Masculinity vs femininity
- Uncertainty avoidance
- Long vs short term orientation
- Indulgence vs restraint

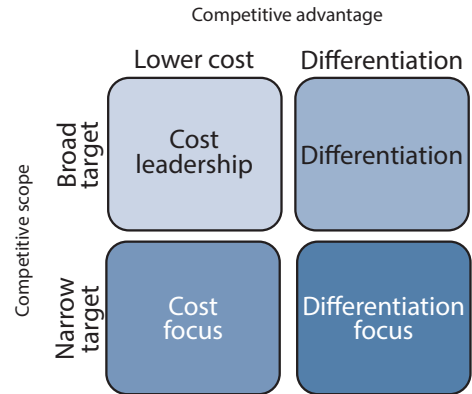
(units 2, 4, 5)

Gantt chart (HL only)

| Task name | Q1 2022 | | | Q2 2022 | | Q3 2022 |
|----------------|---------|--------|--------|---------|--------|---------|
| | Jan-22 | Feb-22 | Mar-22 | Apr-22 | Jun-22 | Jul-22 |
| Planning | [Bar] | | | | | |
| Research | | [Bar] | | | | |
| Design | | | [Bar] | | | |
| Implementation | | | | [Bar] | | |
| Follow up | | | | | | [Bar] |

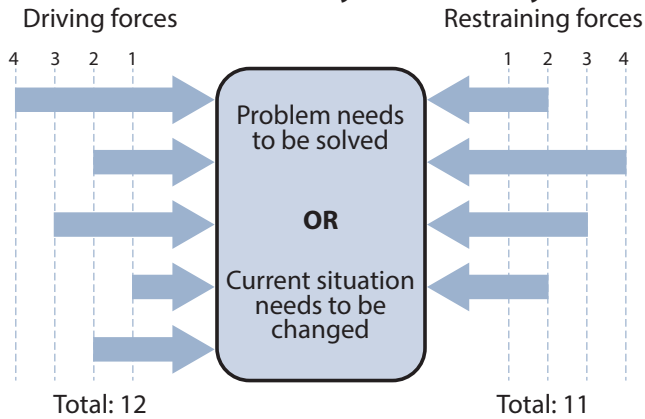
(units 4, 5)

Porter's generic strategies (HL only)



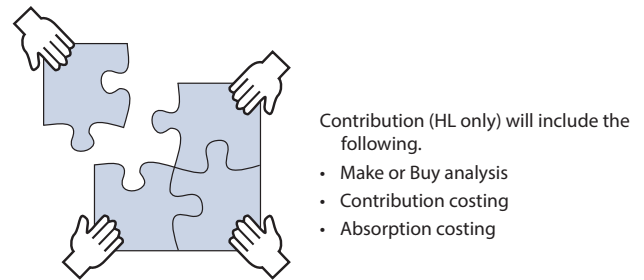
(units 1, 4)

Force field analysis (HL only)



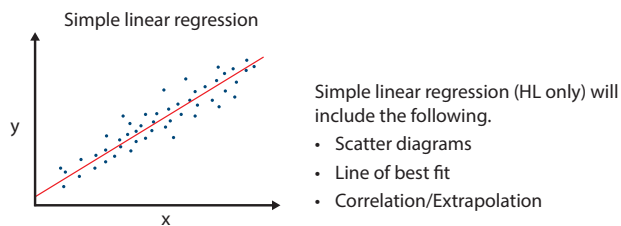
(units 2, 5)

Contribution (HL only)



(units 3, 4, 5)

Simple linear regression (HL only)



(units 1, 4, 5)

