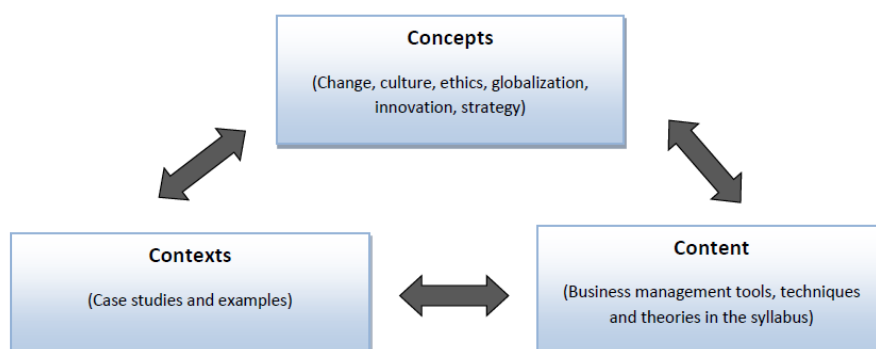


IB Options Guidance: Business Management

Why study Business Management?

- ✓ You will develop a broad understanding of **how business works** focusing on each of the four functions: Human Resources, Marketing, Operations and Finance.
- ✓ You will realise the role that business plays in society and globally.
- ✓ It is a **great foundation** for developing your entrepreneurial skills or preparing to study Business or Finance at university.
- ✓ You will develop a **wide range of valuable and transferable skills** including: leadership, management, problem solving, decision-making and analysis.
- ✓ You will be **challenged**. The course is broad and yet it is thorough: the syllabus covers all four functions and tests your ability to apply theory in practice, synthesising your own solutions to business problems.
- ✓ The Business course is underpinned by six umbrella concepts: **C**hange, **C**ulture, **E**thics, **G**lobalisation, **I**nnovation and **S**trategy. These concepts (known collectively as **CUEGIS**) help to contextualise your learning.



Entry Requirements

- There are **no specific subject entry requirements** for Business Management IB Diploma; performance in another humanities subject will instead be considered.
- Students that have not studied Business IGCSE are at no disadvantage when studying IB Diploma

Future pathways

- Business Management IB Diploma is broad and can lead to many future careers or university degrees, for example:
 - Accounting/Finance/Banking
 - Business Administration
 - Strategy or Management
 - Consulting
 - Working in the public sector
 - Running your own business

Note - there is no requirement to study Business at IB Diploma Level if you wish to study Business at University, though it provides an excellent foundation for undergraduate study.

Overview of Course Content

Foundations of Business & influence of external environment (unit 1)	
Introduces the role of business and examines how businesses are organised and managed. Considers the influence of the external environment and the tools a business can use to form strategic planning	
Marketing (unit 4)	Finance (unit 3)
The bridge between the business and its customers – considerations of the product, price, promotion and place with respect to the customer.	Raising finance, managing finance, measuring financial performance and forecasting future performance.
Human Resource Management (unit 2)	Operations Management (unit 5)
Managing people as a resource: recruiting, training, leading, motivating, managing.	The production of the good or service. Turning inputs into outputs.

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)

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)
- 4.3 Sales forecasting (HL only)
- 4.4 Market research
- 4.5 The four Ps (product, price, promotion, place)
- 4.6 The extended marketing mix of seven Ps (HL only)
- 4.7 International marketing (HL only)
- 4.8 E-commerce

Unit 5: Operations management

- 5.1 The role of operations management
- 5.2 Production methods
- 5.3 Lean production and quality management (HL only)
- 5.4 Location
- 5.5 Production planning (HL only)
- 5.6 Research and development (HL only)
- 5.7 Crisis management and contingency planning (HL only)

Refer to the IB Subject Guide for greater detail on the syllabus

Choosing between Business and Economics

Business is narrower in focus. It concerns **decision making within the business**.

Economics is **broader in scope**: it looks at the interactions between the government, households and businesses.

→ If you have more of an interest in **how businesses operate**: how they produce and market goods, how they manage their employees and respond to changes in the external environment then you should consider **Business**. For example, the pricing strategy of Apple, how McDonalds respond to changes in consumer tastes, where Dyson should locate production.

→ If you have more of an interest in **current affairs and politics** then you should consider **Economics**. For example, Brexit, Trump's trade wars, why the Singaporean government builds HDBs.

Challenges of the Business Management Diploma course

- **Volume of content** – you need to **know a lot of theory** AND know when/where to **apply it**
- **Volume of key terms/formulae** – must be able to define and use them all precisely. Like learning a new language!
- **Coursework – ‘Internal Assessment’**
 - Submitted in Year 12
 - Requires independence & initiative - research and write up
- **Nature of external assessment** – predominantly **extended writing** (management style reports)
- The need to **read/research independently**:
 - you are required to know genuine business case studies/examples
 - you are expected to apply the course content to these examples in the exam

Assessment model overview:

Higher Level:

Assessment Type	Details	Weighting
External Assessment	Paper 1 – seen case study (60 marks) 20-marks from a compulsory essay (with additional stimulus) Requires evaluation & recommendation of a course of action	35%
	Paper 2 – data response (50 marks) 20 marks from an extended CUIEGIS essay (no stimulus, need to know own MNCs)	40%
Internal Assessment	Research project: 2,000 words Requires primary market research into a business issue/problem faced by a real-life business (ideally a smaller & more local business) Due Term 3 of Year 12	25%

Standard Level:

Assessment Type	Details	Weighting
External Assessment	Paper 1 – seen case study (40 marks)	30%
	Paper 2 – data response (50 marks) 20 marks from an extended CUIEGIS essay	45%
Internal Assessment	Written commentary: 1,500 words Requires secondary research into a business issue/problem faced by a real-life global business. You will need to find & use 3-5 pieces of secondary market research information Due Term 3 of Year 12	25%