



**IB Business Management
SL/HL**

Teachers + Emails

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Course Codes

IBBUSS1 and IBBUSS2, or IBBUSH1 and IBBUSH2

General Description

The Diploma Programme business management course is designed to develop students' knowledge and understanding of business management theories, as well as their ability to apply a range of tools and techniques. Students learn to analyse, discuss and evaluate business activities at local, national and international levels. The course covers a range of organizations from all sectors, as well as the socio-cultural and economic contexts in which those organizations operate.

Business management explores how individuals and groups interact within an organization, 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.

The course aims to develop transferable skills relevant to today's students. These include the ability to: think critically; make ethically sound and well-informed decisions; appreciate the pace, nature and significance of change; think strategically; and undertake long term planning, analysis and evaluation. The course also develops subject-specific skills, such as financial analysis.

(Source: Business management guide First assessment 2016)

**Syllabus Breakdown
+ hours**

Unit	Syllabus component	Hours:	
		SL	HL
Unit 1: Business organization and environment	Introduction to business management, types of organizations, organizational objectives, stakeholders, external environment, growth and evolution	40	40
	Organizational planning tools		10
Unit 2: Human resource management	Functions and evolution of human resource management, organizational structure, leadership and management, motivation	15	15
	Organizational (corporate) culture, Industrial/employee relations		15
Unit 3: Finance and accounts	Sources of finance, costs and revenues, break-even analysis, final accounts, profitability and liquidity ratio analysis, cash flow, investment appraisal	35	35
	Final accounts, efficiency ratio		15

	analysis, investment appraisal, budgets		
Unit 4: Marketing	The role of marketing, marketing planning (including introduction to the four Ps), market research, the four Ps (product, price, promotion, place), E-commerce	35	35
	Sales forecasting, the extended marketing mix of seven Ps, international marketing		15
Unit 5: Operations management	The role of operations management, production methods, location	10	10
	Lean production and quality management, production planning, research and development, crisis management and contingency planning		20
	Internal assessment	15	30
	Total teaching hours	150	240

Internal Assessments	<p>SL - Written Commentary 25%, 15 hours, max 1500 words</p> <p>Students must demonstrate the application of business management tools, techniques, and theories, related to a business issue or problem, based on a real-life business case, using secondary research and supporting documents.</p> <p>HL - Research Project 25%, 30 hours, max 2500 words</p> <p>Students must demonstrate the application of their skills and knowledge to business issues or decision-making. They must select a real-life business case and research an issue that was faced by the company or a decision that was made by the company, using primary research. This requires completing a proposal and a written report.</p>
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External Assessments	<p>Paper 1 SL HL</p> <p>Duration: 1hr 15mins Duration: 2 hrs 15 mins</p> <p>Weighting: 35% Weighting: 35%</p> <p>Students answer in-depth structured questions based on a pre-seen Case Study that is provided 1 month before the exam. Questions require students to display skills of: knowledge and understanding, application, analysis, and synthesis.</p>
	<p>Paper 2 SL HL</p> <p>Duration: 1hr 45mins Duration: 2hrs 15mins</p> <p>Weighting: 40% Weighting: 40%</p> <p>Students answer in-depth structured questions based on a pre-seen Case Study that is provided 1 month before the exam. Questions require students to display skills of: knowledge and understanding, application, analysis, and synthesis.</p>

Resources and textbooks

1. Hoang, Paul, Business Management 3rd edition, IBID Press, Victoria Australia, 2014, ISBN 9781921917240
2. Muchena, Martin Mwenda et al., IB Business Management Course Companion 2014 edition: Oxford IB Diploma Programme, Oxford University Press, Oxford, UK, 2014, ISBN 9780198392811