

Villiers School – IBDP Subject Brief

Group 3 – Individuals and Societies

Business Management (HL or SL)



Description and Aims

“The 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.”
(www.ibo.org)

Through the study of Business and Management students learn to analyse, discuss and evaluate business activities at local, national and international levels. Through the exploration of six concepts (change, culture, ethics, globalization, innovation and strategy), the course allows students to develop a holistic understanding of the modern business environment. The conceptual learning is firmly anchored in business management theories, tools and techniques and placed in the context of real world examples and case studies.

According to the IBO (2017) the aims of the business management course at HL and SL are to:

- encourage a holistic view of the world of business
- empower students to think critically and strategically about individual and organizational behaviour
- 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
- develop an understanding of the importance of innovation in a business environment.

Prior Learning/Pre-requisites

While this course requires no initial understanding or previous study of Business having studied Junior Certificate Business Studies (or its equivalent) or studying Business in ITY would be a useful pre-requisite. However, you do not need to have ever previously studied Business to be able to do well in DP Business and Management.

Course Outline/ Overview

Year 1:

Business Organization and Management: Introduction to business management, Types of organizations, Organizational objectives, Stakeholders, External Environment, Growth and evolution, Organisational planning tools.

Human Resource Management: Functions and evolution of HRM, Organizational structure, Leadership and management, Motivation, Organizational culture.



Finance and Accounts: Sources of finance, Costs and revenues, Break-even analysis, Final accounts.

Operations Management: The role of operations management, Production methods, Lean production and quality management.

Year 2:

Marketing: The role of marketing, Marketing planning, Sales forecasting, Market research, the four Ps, The extended marketing mix of the seven Ps, International marketing, E-commerce.

Internal assessment: Internal assessment for HL students is a research project and for SL students a written commentary.

Finance and Accounts: Profitability and liquidity ratio analysis, Efficiency ratio analysis, Cash flow, Investment appraisal, Budgets, Industrial / Employee relations.

Operations Management: Location, Production planning, Research and development, Crisis management and contingency planning.

Resources Required

Textbook: Business Management (2014 edition) Lomine, Muchena, & Pierce; Oxford.

Internal Assessment

Enables students to demonstrate the application of their skills and knowledge.

HL: Written Research Project. (30 hours / 2,000 words) - Weighting 25%

Students must design & undertake research that addresses an issue facing a business organisation.

SL: Written Commentary. (15 hours / 1,500 words) - Weighting 25%

Students select and examine a real business issue or problem.

External Assessment

HL:

Paper 1 (2 hours 15 minutes) - Weighting 35%

Paper 2 = (2 hours 15 minutes) - Weighting 40%

SL:

Paper 1 (1 hour 15 minutes) - Weighting 30%

Paper 2 (1 hour 45 minutes) - Weighting 45%