

IB BUSINESS MANAGEMENT (SL) SUBJECT BRIEF

Course description and aims:

The business management course is designed to meet the current and future needs of students who want to develop their knowledge of business content, concepts, and tools to assist with business decision-making. Future employees, business leaders, entrepreneurs or social entrepreneurs need to be confident, creative, and passionate as change agents for business in an increasingly interconnected global marketplace. The business management course is designed to encourage the development of these attributes. Through the exploration of four interdisciplinary concepts: creativity, change, ethics and sustainability, this course empowers students to explore these concepts from a business perspective. Business management focuses on business functions, management processes and decision-making in contemporary contexts of strategic uncertainty. Students examine how business decisions are influenced by factors that are internal and external to an organization and how these decisions impact upon a range of internal and external stakeholders. Emphasis is placed on strategic decision-making and the operational business functions of human resource management, finance and accounts, marketing, and operations management. Business management is a challenging and dynamic discipline that more than meets the needs of our students growing and developing in a complex business environment. This course prepares students to be global citizens ready to face up to the challenges and opportunities awaiting them in our ever-changing world. The aims of the DP business management course are to enable students to:

1. develop as confident, creative, and passionate business leaders, entrepreneurs, social entrepreneurs and as change agents
2. foster an informed understanding of ethical and sustainable business practices
3. explore the connections between individuals, businesses, and society
4. engage with decision-making as a process and a skill

Syllabus outline and content:

5 Main Topics/Units

1. Introduction to business management
2. Human resource management
3. Finance and accounts
4. Marketing
5. Operations management

Assessment Information:

External:

Paper 1

Based on a pre-released statement that specifies the context and background for the unseen case study

Duration: 90 min / Weighting: 35 %

Paper 2

Based on unseen stimulus material with a quantitative focus

Duration: 90 min / Weighting: 35%

Internal: Business research project Students produce a research project about a real business issue or problem facing a particular organization using a conceptual lens

Duration: 20 hrs. / Weighting: 30 %

SOURCE:

<https://www.ibo.org/programmes/diploma-programme/curriculum/individuals-and-societies/business-and->

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