

New IB B&M SOW First Examined 2016

Concept	Explanation of Concept	Content	Analysis Tools	Case Study	Hyperlink
YEAR 12					
CULTURE (6.5 weeks)	<p>Every organization operates in a range of environments in which its role may be interpreted differently. These expectations affect planning, decision-making and strategy implementation.</p> <p>Within an organization, values and backgrounds influence what stakeholders focus on and how they work.</p>	<p>Bus Org</p> <p>1.2 Types of Organisation-diff between public/private sector/social enterprises/charities/Sole traders/partnerships/private companies</p> <p>1.6 Growth and Evolution-econ & diseconomies of scale-clash of culture/conflict-mergers/acquisitions</p> <p>HR</p> <p>2.3 Leadership and management-functions/styles/cultural differences affecting styles</p> <p>2.4 Motivation theory(all)-financial and non-financial rewards –link to globalisation</p> <p>2.5 Organisational culture HL-power/role etc-evaluation/consequences of clashes due to growth & change in leadership styles/individuals</p>	<p>1.3 Ansoffs Matrix</p> <p>Porters generic strategies</p>	<p>BA-public to private</p> <p>Emirates and Qantas 1.6</p> <p>1.6-Starbucks growth strategy</p> <p>1.6- Amazon vs ?</p> <p>2.5-Emirates-culture-nationalities</p> <p>4.7-Ikea-expansion</p> <p>4.7-Amazon e-commerce</p> <p>4.7- Mc Donald’s</p> <p>5.3 Toyota-quality/Ikea</p>	<p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Culture\Business Organisation\1.2 Types of Business Organisation</p> <p>T:\Staff Resources\Business Studies and Economics 2013-14\IB Business and Management\RESOURCES\Culture\Business Organisation\1.6 Growth and Evolution</p> <p>T:\Staff Resources\Business Studies and Economics 2013-14\IB Business and Management\RESOURCES\Culture\HRM\2.3 Leadership and Management</p> <p>T:\Staff Resources\Business Studies and Economics 2013-14\IB Business and Management\RESOURCES\Culture\HRM\2.3 Leadership and Management</p>

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OCTOBER HALF TERM					
CULTURE (2.5 weeks)		Finance none Marketing 4.2 –Marketing planning- 4 P’s(just an overview of product-taught in depth in innovation)- market segments, niche vs mass, differentiation & USP, TMG 4.7 –International Marketing-glocalisation Operations 5.3- HL- Lean Production (all)	1.3 Ansoffs Matrix Porters generic strategies	BA-public to private Emirates and Qantas 1.6 1.6-Starbucks growth strategy 1.6- Amazon vs ? 2.5-Emirates-culture-nationalities 4.7-Ikea-expansion 4.7-Amazon e-commerce 4.7- Mc Donald’s 5.3 Toyota-quality/Ikea	T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Culture\Marketing\4.2 Marketing Planning T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Culture\Marketing\4.7 International Marketing T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Culture\Operations\5.3 Lean Production
CHANGE	Competition, new technologies and markets, and trends in consumer behaviour lead business organizations to adapt their	Operations 5.7 –Change/Crisis/Contingency Mgt (HL only)	Fishbone 1.3 SWOT 1.3 Ansoff	5.6/5.7- Toyota-contingency/ R&D 1.1-3M/dot coms-	T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Business

<p>(4 weeks)</p>	<p>objectives, strategies and operations.</p> <p>Success emerges from the ability to research and respond to signals in both the internal and external environment.</p>	<p>Bus Org</p> <p>1.1-Role of entrepreneur/intrapreneur</p> <p>1.3 Objectives-vision/mission (minus ethical)/aims/changing aims</p> <p>HR</p> <p>2.1 Functions of HR- new staff-all-planning/recruitment/appraisal/training/work patterns/cultural differences (whole)</p> <p>2.2 Organisational structure-change/communication</p>	<p>Matrix</p> <p>2.2 Handys Shamrock</p> <p>4.2 Perception Maps</p> <p>4.3 Moving averages</p>	<p>intrapreneur</p> <p>2.1Morrison's</p> <p>1.3 Compare amazon vs NKD</p> <p>2.2 All 4 structures</p> <p>3.1 Large vs Small</p> <p>4.2/4.3/4.4- Nkd vs Amazon</p> <p>5.6/5.7- Toyota-contingency/ R&D</p>	<p>Organisation1.3 Changing objectives</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Business Organisation\5.7 Crisis Mangement and contingency Planning</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\HRM\2.1 Human Resource Planning</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\HRM\2.2 Organizational Structure</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\HRM\2.3 Communication</p>
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CHRISTMAS HOLIDAY

<p align="center">CHANGE (5 weeks)</p>	<p>Competition, new technologies and markets, and trends in consumer behaviour lead business organizations to adapt their objectives, strategies and operations.</p> <p>Success emerges from the ability to research and respond to signals in both the internal and external environment.</p>	<p>Finance</p> <p>3.1- Sources of Finance-ALL</p> <p>3.2- Costs and revenues/Break Even</p> <p>3.7 Cashflow</p> <p>Marketing</p> <p>4.1-Role of Marketing-characteristics</p> <p>4.2/4.3- Marketing planning/ Sales Forecasting</p> <p>4.4- Market Research-new techniques</p> <p>Operations</p> <p>5.6- R&D(crossover with innovation)</p>	<p>1.3 SWOT</p> <p>1.3 Ansoff Matrix</p> <p>2.2 Handys Shamrock</p> <p>4.2 Perception Maps</p> <p>4.3 Moving averages</p>	<p>1.1-3M/dot coms-intrapreneur</p> <p>2.1Morrison's</p> <p>1.3 Compare amazon vs NKD</p> <p>2.2 All 4 structures</p> <p>3.1 Large vs Small</p> <p>4.2/4.3/4.4- Nkd vs Amazon</p> <p>5.6/5.7- Toyota-contingency/ R&D</p>	<p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Finance\3.1 Sources of Finance</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Finance\3.3 Working Capital</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Finance\5.2 Costs and revenue</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Finance\5.3 Break-even Analysis</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Change\Marketing\4.1 The Role of Marketing</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB</p>
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FEBRUARY HALF TERM					
ETHICS (5 WEEKS)	<p>Every business decision has moral implications.</p> <p>These consequences can be significant for internal and external stakeholders and the natural environment.</p>	<p>Bus Org</p> <p>1.2-Ownership- Social Enterprises & Not for profit</p> <p>1.3-Vision and mission statement-ALL ethics-CSR policies</p> <p>1.4-Internal/External Stakeholders-Conflicts</p> <p>1.5- External Environment-STEERPLE (link to 1.3 impact of changing CSR due to external environment)</p>	<p>1.3 SWOT/Ansoff Matrix</p> <p>1.5 STEERPLE</p> <p>2.2 Handys Shamrock</p>	<p>1.2-Co-Op-fairtrade/charities</p> <p>1.3-Primark/Amazon</p> <p>1.4-Stakeholders-ALL case studies</p> <p>1.5-NKD External pressures-environment/health – Emirates-new routes-developing world</p>	T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Business Organisation\1.2 Types of Business Organisation T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Business Organisation\1.3 - Organizational objectives T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Business Organisation\1.4 Stakeholders T:\Staff Resources\Business Studies and

					Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Business Organisation\1.5 External Environment
EASTER HOLIDAYS					
ETHICS (4 WEEKS)	<p>Every business decision has moral implications.</p> <p>These consequences can be significant for internal and external stakeholders and the natural environment.</p>	<p>HR</p> <p>2.3-Leadership-ethics of more autocratic leadership styles. Decision making.</p> <p>2.4- Motivation-ethics-service based industries and PRP</p> <p>2.6- HL-Industrial/employee relations-roles & responsibilities-Link to culture-reasons for resistance to change</p> <p>Finance</p> <p>3.4 Final Accounts-profit and loss, balance sheets, intangible assets,</p> <p>Marketing</p> <p>4.1-Role of marketing-market vs product orientation-truth? Commercial vs social marketing. Marketing objectives-Profit vs non-profit organisations. How marketing strategies evolve-ethical pressures.</p> <p>4.4- Market Research-ethical considerations-sampling methods-qualitative vs quantitative</p> <p>Operations</p> <p>5.1- Strategy- types of methods-ethics involved e.g. cost cutting vs redundancy/environmental implications</p>	<p>1.3 SWOT/Ansoff Matrix</p> <p>1.5 STEEPLE</p> <p>2.2 Handys Shamrock</p>	<p>2.6 Country comparisons e.g. Dubai and UK/Japan-UK zero hour contracts</p> <p>3.4 Use of accounts?!</p> <p>4.1-other business case studies e.g. cigarettes/American Apparel & Benetton-change in marketing strategy due to ethics</p> <p>5.7- Beauty industry/Masdar City Abu Dhabi</p>	<p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\HRM\2.3 Leadership and Management</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\HRM\2.5 Motivation</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\HRM\2.6 Employer and Employee Relations</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Finance\3.5 Final Accounts</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and</p>

		5.6- R&D-ethics- e.g. genetically modified products			Management\RESOURCES\Ethics\Marketing\4.1 The Role of Marketing T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Marketing\4.2 Marketing Planning T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Operations\5.1 Production Methods T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Ethics\Operations\5.7 Production Planning
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<p>INNOVATION (5 WEEKS)</p>	<p>Incremental or radical improvements to a business idea, or the generation of new ideas in relation to a final product, service or process, are the result of internal or external influences.</p> <p>For many business organizations, a key challenge is bringing in "the new" and managing the process of improvement in a sustainable way.</p>	<p>Bus Org</p> <p>1.1-Role of business and functions/change of sectors and business activity</p> <p>1.5-STEEPLE(technology)</p> <p>1.6 Growth of Technology-mergers/alliances/joint ventures</p> <p>HR</p> <p>2.2 Communication-technologies</p> <p>Finance</p> <p>3.4- Depreciation</p> <p>3.7-Cashflow</p>	<p>1.5 STEEPLE</p> <p>4.5-Product Life Cycle</p> <p>4.5-Boston Matrix</p> <p>4.6- 7 P's</p>	<p>1.6 -Amazon</p> <p>4.8 -Emirates</p> <p>1.6-Social networking</p>	<p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Innovation\Business Organisation\1.1 - Nature of business activity</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Innovation\Business Organisation\1.6 Growth and Evolution</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Innovation\HRM\2.2 Communication</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Innovation\Finance\3.7 Cashflow</p> <p>T:\Staff Resources\Business Studies and Economics\Business and Economics 2013-14\IB Business and Management\RESOURCES\Innovation\Finance\Depreciation.pptx</p>
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