

## GROUP 3 - BUSINESS MANAGEMENT

### NATURE OF THE SUBJECT

The role of businesses, as distinct from other organizations and actors in a society, is to produce and sell goods and services that meet human needs and wants by organizing resources. Profitmaking, risk-taking and operating in a competitive environment characterize most business organizations. Business management studies business functions, management processes and decision-making in contemporary contexts of strategic uncertainty. It examines how business decisions are influenced by factors internal and external to an organization, and how these decisions impact upon its stakeholders, both internally and externally. It also 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.

Source : IBO, OCC – Business Management guide

### AIMS

The aims of the business management course at HL and SL are to:

1. encourage a holistic view of the world of business
2. empower students to think critically and strategically about individual and organizational behavior
3. promote the importance of exploring business issues from different cultural perspectives
4. enable the student to appreciate the nature and significance of change in a local, regional and global context
5. promote awareness of the importance of environmental, social and ethical factors in the actions of individuals and organizations
6. develop an understanding of the importance of innovation in a business environment.

Source : IBO, OCC – Business Management guide

### SYLLABUS – OUTLINE

(The syllabus is subject to changes according to the needs and preferences of the class)

#### Year 1

Change Introduction to business management: Types of organization; Organisational objectives; External environment; Functions and evolution of human resource management; Sources of finance; Costs and revenues; Final accounts; Marketing planning; Marketing mix / Product position map: Sales forecasting (HL); Moving average sales forecasting; Market research; Crisis management and contingency planning (HL); SWOT analysis/ Ansoff's matrix; STEEPLE analysis

Strategy Organisational objectives; Growth and evolution; Organisational planning tools (HL); Leadership and management; Profitability and liquidity ratio analysis; Gross profit margin/net profit; margin/ ROCE/ current ratio/ acid test ratio; Efficiency ratio analysis (HL); Stock turnover/debtor days/creditor days/ gearing ratio; Cash flow; Cash flow forecasts; Investment appraisal; Fishbone diagram/Decision tree/Lewin's force-field analysis/Gantt chart

Culture Organizational structure; Motivation; Organizational culture (HL only) ; Organisational charts (flat, tall, hierarchical, by product, by function, by region, by project, Handy's Sharmrock)

#### Year 2

Culture Industrial relations (HL only); Marketing planning; Lean production and managing quality (HL only); Organisational charts (flat, tall, hierarchical, by product, by function, by region, by project, Handy's Sharmrock)

Ethics Stakeholders; External environment; Leadership and management; The role of marketing; The role of operations management.

Globalisation: International marketing (HL only); Location

Innovation STEEPLE (technology); The 4 Ps; The extended marketing mix - 7Ps; E-commerce; Research and Development (HL only)

ASSESSMENT – OUTLINE

Assessment component SL	Weighing
<p><b>External assessment</b></p> <p>Paper 1 (1 hour and 15 minutes): Based on a case study issued in advance, with additional unseen material for Section B. Section A: Students answer two of three structured questions based on the pre-seen case study. Section B: Students answer two of three structured questions based on the pre-seen case study. compulsory structured question primarily based on the additional stimulus material.</p> <p>Paper 2 (1 hour and 45 minutes): Section A: Students answer one of two structured questions based on stimulus material with a quantitative focus. Section B : students answer one of three structured questions based on stimulus material. Section C: Students answer one of three extended response questions primarily based on two concepts that underpin the course.</p>	<p><b>75%</b></p> <p>30%</p> <p>45%</p>
<p><b>Internal assessment:</b> Written commentary Students produce a written commentary based on three to five supporting documents about a real issue or problem facing a particular organization. Maximum 1500 words.</p>	<p><b>25%</b></p>

Assessment component HL	Weighing
<p><b>External assessment</b></p> <p>Paper 1 (2 hour and 15 minutes)</p> <p>Based on a case study issued in advance, with additional unseen material for sections B and C. Section A: Students answer two of three structured questions based on the pre-seen case study. Section B : Students answer one compulsory structured question primarily based on the additional stimulus material. Section C: Students answer one compulsory extended response question primarily based on the additional stimulus material.</p> <p>Paper 2 (2 hour and 15 minutes)</p> <p>Section A : Students answer one of two structured questions based on stimulus material with a quantitative focus. Section B: Students answer two of three structured questions based on stimulus material. Section C: Students answer one of three extended response questions primarily based on two concepts that underpin the course. (20 marks)</p>	<p><b>75%</b></p> <p>35%</p> <p>40%</p>
<p><b>Internal assessment</b></p> <p>Research project Students research and report on an issue facing an organization or a decision to be made by an organization (or several organizations). Maximum 2000 words.</p>	<p><b>25%</b></p>