

IB BUSINESS MANAGEMENT Course description

Business management is a rigorous, challenging and dynamic discipline in the individuals and societies subject group. The role of business, as distinct from other organisations and actors in society, is to produce and sell goods and services that meet human needs and wants by organising resources. Profit-making, risk-taking and operating in a competitive environment characterize most business organisations. Although business management shares many skills and areas of knowledge with other humanities and social sciences, it is distinct in a number of ways. For example, business management is the study of decision-making within an organisation, whereas economics is the study of scarcity and resource allocation, both on micro and macro levels. Business management closely examines the use of technology in business contexts, whereas information technology in a global society critically examines its impact on other fields, such as health and government. Students discuss issues businesses face such as change, culture, ethics, globalization, innovation and strategy as part of their learning throughout the course. These six concepts underpin the IB DP management course. The Conceptual questions emerge from, are motivated by, and can be responded to, through rigorous and in-depth work with business management tools, theories and case studies.

The following diagram demonstrates a holistic and integrated framework for the course.



Sources: MyIB and the TSM course

What is the course about?

The course is about focusing on concepts, context and research skills as well as assessment samples with marks and comments. How does it work?

Through developing research skills and finding case studies motivated students come up with case studies which are used in context in the lesson. They then develop an understanding of the course through applying theories to context. What is the context? Businesses in an international environment are looked at and discussed using theories and analytical tools.

- Reflecting
- Appreciating the pace and nature of change
- Collaborating and working in a team
- Processing information
- Using feedback to improve grades
- Use of Content in context and research
- Discussing and debating
- Studying subject specific skills like the analysis of finance
- Reflecting on different perspectives
- Making ethically sound and well-informed decisions
- Undertaking long term planning
- Thinking strategically

How is the course assessed?

The syllabus will be assessed on a regular basis. How?

- Regular assessments with exam type questions from Paper 1 and Paper 2 will be done on a weekly basis.
- Constant use of terminology
- Reflection: regular evaluation of the case studies brought into the classroom for discussions using teamwork and collaboration using relevant knowledge and understanding of relevant issues, concepts and theories not forgetting analytical tools
- Student's self-assessment
- Peer assessment

External assessments	Standard Level	High Level
Paper 1 (pre-seen case study)	1 hour 15 minutes	2 hours 15 minutes
Paper 2 (unseen case studies)	1 hour 45 minutes	2 hours 15 minutes
Internal assessment	Standard Level (1 500 words)	High Level (2 000 words)

How is the course structured?

First year

In the first two terms SL and HL students will aim to analyse the key functions of the Human resources department and the marketing department for Paper 1 and Paper 2 and TOK issues relating to different perspectives and different stakeholders.

In the last term HL and SL students will study finance and TOK issues relating to ethics. They will also start Business organisations and the environment.

Students will discuss issues relation to change, culture, ethics, globalization, innovation and strategy.

Students will be collecting data from day 1 on one or two companies of their choice to prepare for SECTION C, Paper 2.

SL/HL IA: students will start preparing for their IA in the latter part of May

EE: topic and research question in March

Revisions and exam preparation: May for end of year exam

Second year

HL and SL will study operations management and TOK issues relating to sustainability and TQM for Paper 1 and Paper 2.

Students will continue to collect information to prepare for section c, Paper 2.

Discussions will follow on change, culture, ethics, globalisation, innovation and strategy.

IA and EE: feedback on first draft in September

Mock exam: February

Exam preparation: throughout the year with constant knowledge of criteria.

Contextualised teaching start from day 1 and it has a positive impact on assessments since they use case studies.

What distinguishes this course from others?

It tends to transfer learning to new contexts and bring in the importance of business organisation as powerful actors in society looking nationally and internationally. This leads to:

- Critical study of decision making in contexts
- Study of human interaction
- Application of a range of tools and concepts to understand the business world

- Development of students' appreciation both for our individuality and our collective purposes
- General focus on national and international perspectives
- Constant look at the concepts

Emphasis is placed on decision-making and the operational business functions of human resource management, finance and accounts, marketing and operation management. Links between the topics are central to the course as this integration promotes a holistic overview of business management. Through the exploration of six concepts underpinning the subject the business management course allows students to develop their understanding of interdisciplinary concepts from a business management perspective.

What materials will I need

- **A folder**

In business management we take notes, collect, collate and analyse data.

We do research and we need a folder for Year 1 of the course and Year 2 of the course.

- **Access to internet for research**
- **Access to the Economist and different journals**
- **Handouts given by the teacher**
- **Book:**
BUSINESS MANAGEMENT, Loykie, martin Muchena, Robert Pierce

What will be the approaches to teaching?

Teaching will be contextualized and will be done through case studies and examples which will bridge the gap between theory and practice. This will be further helped with visits to companies and lectures from people working for companies. Links will be made between TOK, CAS and business management.

Differentiation will also take into account different needs and abilities.

What are the aims of the course?

- 1) To encourage a holistic view of the world
- 2) To empower students to think critically
- 3) To promote the importance of exploring issues from different cultural perspectives
- 4) To appreciate the nature and significance of change in local, regional and global context
- 5) To promote awareness of the importance of environmental, social and ethical factors in a business environment

What will be the approaches to learning?

Students will be empowered to think critically.

Students will explore the underpinning 6 concepts using examples and case studies and will investigate these concepts and their role in relation to the syllabus content and organisations locally and internationally. The concepts are:

- Change
- Culture
- Ethics
- Globalisation
- Innovation
- Strategies

If we look at globalisation we will investigate the concept in relation to companies

time? What is the relationship between reason and other ways of knowing in business management?

Business management involves critical thinking and certain aspects of the IB learner profile:

- Balanced viewpoints: Students understand the importance of emotional and intellectual balance when looking at case studies. The business management assessment requires balanced answers with a focus on a neutral

Example: Earth week project (2018)

- Combining CAS with the Business management syllabus also requires ethical responsibilities and conduct as well as realising that the enterprise of knowledge is often collaborative. Here is an example of a project conducted in 2018 which used certain areas of the syllabus: promotion, sustainability, stock taking, planning, stock taking and operations management. It also promoted awareness of the importance of environmental, social and ethical factors.

What is the relationship between TOK and Business management?

TOK QUESTIONS in Business management

The course encourages the appreciation of ethical concerns and as well as issues of corporate responsibility (CSR) at both a local and global level.

Every lesson has a TOK discussion which involves looking at different perspectives as well as different stakeholders and asking ourselves questions like: .

-

The pace of change in modern business is high and what is important to know is not static. How do individuals and organisations cope with change and new demands?

Unit 3