

IB Business Management SL/HL | 2020-2021

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This guide is to be used in conjunction with the IB Business Management Guide and Syllabus. Please refer to the official guide for information regarding course content and assessment.

Course Description

IB Business Management provides a demanding, yet dynamic curriculum that provides students with a wide range of knowledge in business theory and activity. The course offers a well-rounded background in international business, marketing, production, human resources, and finance.

Instructional methods

During the study of each unit, a variety of teaching and learning methods will be used, including but not limited to teacher and student-led presentations, discussions, group work, and case study examinations. The teacher generally introduces and presents the topics while student interpretation and analysis forms the basis for class discussions and student assignments.

Resources

Business Management for the IB Diploma, Second Edition, Stimpson and Smith, Cambridge University Press.

Business Management, 2014 Edition, Lomine, Muchena, Pierce, Oxford IB Diploma Programme. (Online version of textbook and study guide available)

Syllabus Outline

Unit 1: Business Organization and Environment

- Introduction to business management -External environment
- Types of organizations -Growth and evolution
- Organizational objectives
- Stakeholders

Unit 2: Human Resource Management

- Functions and evolution of human resource management
- Organizational structure
- Leadership and management
- Motivation

Unit 3: Finance and Accounts

- Sources of finance -Profitability and ratio analysis
- Costs and Revenues -Cash flow
- Break-even analysis -Investment appraisal

-Final accounts

Unit 4: Marketing

- The role of marketing -The four P's
- Marketing planning -E-commerce
- Market research

Unit 5: Operations Management

- The role of operations management
- Production methods
- Location

IB Bus Man - Year 1

Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Topic 1: Bus Orgs & Environment			Topic 2: Human Resources			Topic 4: Marketing			
									Internal Assessment

IB Bus Man - Year 2

Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Topic 3: Finance and Accounts			Topic 5: Ops Management			External assessment			
Internal Assessment									

Assessments

Major (60% grade weight)

- Major assessments are IB exam questions in the format of Paper 2
- Major assessment scores are used to calculate predicted grades
- Major assessments cannot be made up without a doctor's note

Minor (40% grade weight)

- Minor assessments may be given a score or marked for completion
- Minor assessments may include (but are not limited to):
 - Key term and AO1 level quizzes
 - Practice exam questions
 - CUEGIS application
- Late minor assessments will not be accepted after the major unit assessment has been taken

IB Assessments

- The first assessment, the Internal Assessment, will count 25% of the IB score, and is graded by the instructor. This assessment is a 1,500-word commentary focused on answering a research question about a real business. The second assessment, the External Assessment, is 75% of the IB score and is graded "externally" by the IB organization. This is a three-hour exam (Paper 1 and Paper 2) given over two days and takes place in May. The first paper will cover an IB case study which will be studied in advance of the exam. The second paper will come from the five business topic areas covered during the course.

Attendance Requirements

If you have missed a class you are responsible for determining what work was missed. Please check Google Classroom regularly for information. You are also recommended to contact your teacher or a friend to determine what you have missed. Asking what you missed right before class starts is not acceptable. Please refer to the *High School Student Handbook* for disciplinary related attendance policies.

Tardies to School/Class

Students must come to class on time or prior to the beginning of class. You must be prepared with all of the required materials and assignments due out on your desk at the beginning of class. Please refer to the *High School Student Handbook*.

Late Assignments

One of the objectives of this course is to introduce students to the expectations that are placed on employees in the workplace. One of those expectations is that assignments are turned in on established deadlines. To reinforce this expectation in the classroom setting, due dates for assignments will be clearly stated. All assignments are expected to be submitted on the given due date. Late work may receive a point deduction, up to a maximum of 20%. Late formative and summative assessments will not be accepted after the summative assessment period for that unit.

Absence for Exams/Tests/Quizzes

Students who miss a quiz or test should be prepared to make up the assignment the day they return to school (regardless if you have class on that day). It is the student’s responsibility to communicate and follow up on their absence and arrange a time with the teacher to remake the test or quiz.

For missed major and summative assessments, students must provide a written excuse from the parent and provide a doctor’s note.

Academic Honesty and Consequences

Please refer to the *High School Student Handbook*. The IB program and Dubai American Academy takes academic honesty as a serious offence. Disciplinary punishments and the loss of your IB diploma are probable results of plagiarism.

Classroom Expectations:

What’s Expected of You...	What’s Expected of Me...
Attend class regularly & on time	Begin & end class on time
Come to class prepared to learn	Come to class prepared to teach
Keep an open mind & listen to others’ ideas	Do whatever is necessary to help you succeed
Respect each other & me	Respect you and your classmates
Participate actively each day	Grade assignments fairly & provide feedback