IB Business Management SL (Standard Level)
Myers Park High School

Syllabus 2019-20   **Instructor: Anne Cullip**

Course Description
It is the study of both the way in which individuals and groups interact in an organization and of the transformation of resources. It is, therefore, perfectly placed within the group 3 subject area.

The Diploma Program business and management course is designed to develop an understanding of business theory, as well as an ability to apply business principles, practices and skills. The application of tools and techniques of analysis facilitates an appreciation of complex business activities. The course considers the diverse range of business organizations and activities and the cultural and economic context in which business operates. Emphasis is placed on strategic decision-making and the day-to-day business functions of marketing, production, human resource management and finance. Links between the topics are central to the course, and this integration promotes a holistic overview of business activity.

The business and management course aims to help students understand the implications of business activity in a global market. It is designed to give students an international perspective of business and to promote their appreciation of cultural diversity through the study of topics like international marketing, human resource management, growth and business strategy.

Course Outline			
Topic 1: Business Organization and Environment		**Topic 4: Marketing**	
1.1	Introduction to Business Management	4.1	The Role of Marketing
1.2	Types of Organizations	4.2	Marketing Planning
1.3	Organizational Objectives	4.4	Market Research
1.4	Stakeholders	4.5	The Four Ps- Product, Price, Promotion, and Place
1.5	External Environment	4.8	E-commerce
1.6	Growth and Evolution		
Topic 2: Human Resource Management		**Topic 5: Operations Management**	
2.1	Functions and Evolution of Human Resource Management	5.1	The Role of Operations Management
2.2	Organizational Structure	5.2	Production Methods
2.3	Leadership and Management	5.4	Location
2.4	Motivation		
Topic 3: Finance and Accounts			
3.1	Sources of Finance		
3.2	Costs and Revenues		
3.3	Break-even Analysis		
3.4	Final Accounts		*Topics 1.7, 2.5, 2.6, 3.6, 3.9, 4.3, 4.6, 4.7, 5.3, 5.5, 5.6, and 5.7 are HL topics and were intentionally omitted from this syllabus.*
3.5	Profitability and Liquidity Ratio Analysis		
3.7	Cash Flow		
3.8	Investment Appraisal		

Internal Assessment: Weighting 25% of IB Score and 4th Quarter Test Grade
The SL internal assessment is a written commentary. Students need to demonstrate the application of business and management tools, techniques and theories to a real business issue or problem.

External Assessment: Weighting 75% of IB Score
The two written examination papers, paper 1 and paper 2, which are externally set and externally marked, test the assessment topics listed above. A case study will be analyzed. The purpose of the case study is to assess the student's ability to apply business knowledge to a given situation. The case study on which paper 1 is based will be the same for SL and HL students, but different questions will be set for each level. Case study paper 2 will be based upon additional information given to the student at testing time.

Make-Up Work: Students who are absent are responsible for seeing the teacher about missed work. Students with **Excused** absences have 5 days to submit missed assignments/test make up.

NO WORK IS ACCEPTED AFTER EOC EXAMS BEGIN
Tests are scheduled in advance: Students present on test day will take exams unless prior arrangements have been made.
Late work will be accepted but may not receive full credit.

After a 3rd absence on a formal assessment or project, the student will require a doctor's note or receive a 0 on the missed test. After the 3rd absence projects due must be delivered to me by someone on the due date or the project will receive a 0.

By signing this document you are acknowledging reading, understanding, and acceptance of the above curriculum information.

Student Signature: _____

Date:_____

Parent Signature: _____

Date:_____