

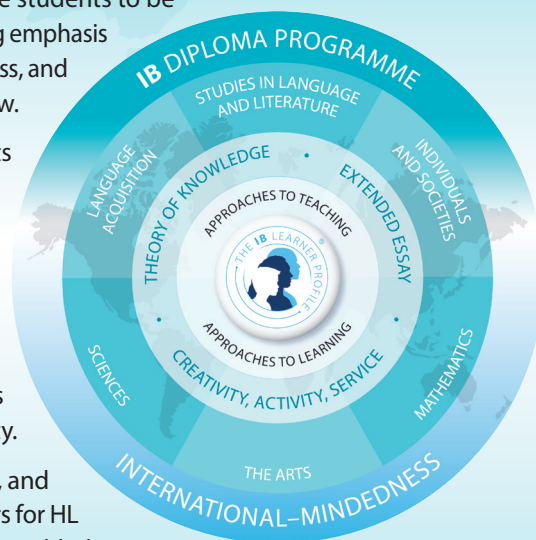
# Individuals and societies: Business management—standard level

First assessments 2024

The Diploma Programme (DP) is a rigorous pre-university course of study designed for students in the 16 to 19 age range. It is a broad-based two-year course that aims to encourage students to be knowledgeable and inquiring, but also caring and compassionate. There is a strong emphasis on encouraging students to develop intercultural understanding, open-mindedness, and the attitudes necessary for them to respect and evaluate a range of points of view.

The course is presented as six academic areas enclosing a central core. Students study two modern languages (or a modern language and a classical language), a humanities or social science subject, an experimental science, mathematics and one of the creative arts. Instead of an arts subject, students can choose two subjects from another area. It is this comprehensive range of subjects that makes the Diploma Programme a demanding course of study designed to prepare students effectively for university entrance. In each of the academic areas students have flexibility in making their choices, which means they can choose subjects that particularly interest them and that they may wish to study further at university.

Normally, three subjects (and not more than four) are taken at higher level (HL), and the others are taken at standard level (SL). The IB recommends 240 teaching hours for HL subjects and 150 hours for SL. Subjects at HL are studied in greater depth and breadth than at SL. In addition, three core elements—the extended essay, theory of knowledge and creativity, activity, service—are compulsory and central to the philosophy of the programme.



## I. Course description and aims

The business management course is designed to meet the current and future needs of students who want to develop their knowledge of business content, concepts and tools to assist with business decision-making. Future employees, business leaders, entrepreneurs or social entrepreneurs need to be confident, creative and compassionate as **change agents** for business in an increasingly interconnected global marketplace. The business management course is designed to encourage the development of these attributes.

Through the exploration of four interdisciplinary concepts: **creativity, change, ethics** and **sustainability**, this course empowers students to explore these concepts from a business perspective. Business management focuses on business functions, management processes and decision-making in contemporary contexts of strategic uncertainty.

Students examine how business decisions are influenced by factors that are internal and external to an organization and how these decisions impact upon a range of internal and external stakeholders. Emphasis is placed on strategic decision-making and the operational business functions of human resource management, finance and accounts, marketing, and operations management.

Business management is a challenging and dynamic discipline that more than meets the needs of our students growing and developing in a complex business environment. This course prepares students to be global citizens ready to face up to the challenges and opportunities awaiting them in our ever-changing world.

The aims of the DP **business management course** are to enable students to:

1. develop as confident, creative and compassionate business leaders, entrepreneurs, social entrepreneurs and as change agents
2. foster an informed understanding of ethical and sustainable business practices
3. explore the connections between individuals, businesses and society
4. engage with decision-making as a process and a skill.

## II. Curriculum model overview

Component	Recommended teaching hours
<p><b>Unit 1: Introduction to business management</b></p> <p>1.1 What is a business?            1.2 Types of business entities            1.3 Business objectives            1.4 Stakeholders            1.5 Growth and evolution            1.6 Multinational companies (MNCs)</p>	<b>20</b>
<p><b>Unit 2: Human resource management</b></p> <p>2.1 Introduction to human resource management            2.2 Organizational structure            2.3 Leadership and management            2.4 Motivation and demotivation            2.5 Organizational (corporate) culture (HL only)            2.6 Communication            2.7 Industrial/employee relations (HL only)</p>	<b>20</b>
<p><b>Unit 3: Finance and accounts</b></p> <p>3.1 Introduction to finance            3.2 Sources of finance            3.3 Costs and revenues            3.4 Final accounts            3.5 Profitability and liquidity ratio analysis            3.6 Debt/equity ratio analysis (HL only)            3.7 Cash flow            3.8. Investment appraisal            3.9 Budgets (HL only)</p>	<b>30</b>
<p><b>Unit 4: Marketing</b></p> <p>4.1 Introduction to marketing            4.2 Marketing planning            4.3 Sales forecasting (HL only)            4.4 Market research            4.5 The seven Ps of the marketing mix            4.6 International marketing (HL only)</p>	<b>30</b>

<b>Unit 5: Operations management</b>	<b>15</b>
5.1 Introduction to operations management	
5.2 Operations methods	
5.3 Lean production and quality management (HL only)	
5.4 Location	
5.5 Break-even analysis	
5.6 Production planning (HL only)	
5.7 Crisis management and contingency planning (HL only)	
5.8 Research and development (HL only)	
5.9 Management information systems (HL only)	
<b>Business management toolkit</b>	<b>10</b>
<b>Research time allocated for the pre-released statement in paper 1</b>	<b>5</b>
<b>Internal assessment</b>	<b>20</b>

### III. Assessment model

By the end of the business management course, students are expected to achieve the following assessment objectives.

#### **A01: Knowledge and understanding**

Demonstrate knowledge and understanding of:

- business management tools and theories
- course topics and concepts
- business problems, issues and decisions
- HL extension topics (HL only).

#### **A02: Application and analysis**

Apply and analyse:

- business management tools and theories
- course topics and concepts
- business problems, issues and decisions
- business decisions and issues through the selection and use of appropriate data
- HL extension topics (HL only).

#### **A03: Synthesis and evaluation**

Synthesize and evaluate:

- business management tools and theories
- course topics and concepts
- business problems, issues and decisions
- stakeholder interests to reach informed business decisions
- recommendations for competing future strategic options (HL only)
- HL extension topics (HL only).

#### **A04: Use and application of appropriate skills**

- Select and apply relevant business management tools, theories and concepts to support research into a business issue or problem.
- Select, interpret and analyse business materials from a range of primary and secondary sources.
- Create well-structured materials using business management terminology.

- Communicate analysis, evaluation and conclusions of research effectively.

## Assessment at a glance

Type of assessment	Format of assessment	Time	Weighting of final grade (%)
External		3 hours	70
Paper 1	Based on a pre-released statement that specifies the <i>context</i> and <i>background</i> for the unseen case study	1 hour 30 minutes	35
Paper 2	Based on unseen stimulus material with a quantitative focus	1 hour 30 minutes	35
Internal			
Business research project	Students produce a research project about a real business issue or problem facing a particular organization using a conceptual lens	20 hours	30

## IV. Sample questions

### Paper 1

- Explain **one** advantage and **one** disadvantage for *MT* of being a small business. [4]
- Discuss whether Jackie should accept or reject *KC*'s offer to buy *MT*. [10]

### Paper 2

- Using the information in the stimulus, evaluate *WM*'s decision to shift from mass production to mass customization. [10]

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Complete subject guides can be accessed through the programme resource centre or purchased through the IB store: <http://store.ibo.org>.

For more on how the DP prepares students for success at university, visit: [www.ibo.org/en/university-admission](http://www.ibo.org/en/university-admission).