

Diploma Programme subject outline—Group 3: individuals and societies

School name	Ela Green School	School code	060876
Name of the DP subject <i>(indicate language)</i>	Business Management		
Level <i>(indicate with X)</i>	Higher <input type="checkbox"/>	Standard completed in two years <input checked="" type="checkbox"/>	Standard completed in one year * <input type="checkbox"/>
Name of the teacher who completed this outline	Saranya Rajendran	Date of IB training	Nov 2022
Date when outline was completed		Name of workshop <i>(indicate name of subject and workshop category)</i>	CAT-1

* All Diploma Programme courses are designed as two-year learning experiences. However, up to two standard level subjects, excluding languages ab initio and pilot subjects, can be completed in one year, according to conditions established in the *Handbook of procedures for the Diploma Programme*.

1. Course outline

- Use the following table to organize the topics to be taught in the course. If you need to include topics that cover other requirements you have to teach (for example, national syllabus), make sure that you do so in an integrated way, but also differentiate them using italics. Add as many rows as you need.
- This document should not be a day-by-day accounting of each unit. It is an outline showing how you will distribute the topics and the time to ensure that students are prepared to comply with the requirements of the subject
- This outline should show how you will develop the teaching of the subject. It should reflect the individual nature of the course in your classroom and should not just be a “copy and paste” from the subject guide.
- If you will teach both higher and standard level, make sure that this is clearly identified in your outline.

	Topic/unit (as identified in the IB subject guide) <i>State the topics/units in the order you are planning to teach them.</i>	Contents	Allocated time One class is <input type="text" value="45"/> minutes. In one week there are <input type="text" value="6"/> classes.	Assessment instruments to be used	Resources <i>List the main resources to be used, including information technology if applicable.</i>
Year 1	Basic structure of Business Management and concepts	Introduction of units, assessments, toolkits, and the concepts underpinning the course	0.5 weeks / 2 hrs	Explore the command terms, analyze of toolkit using case studies (formative), discuss using real-world examples for conceptual analysis Prior Knowledge: Analyse the economic system, complexity (ECI) and freedom to interpret the importance of business commencement and economic growth based on MYP studies	

	<p>Unit 1: Introduction to business management</p>	<p>1.1 What is Business</p> <ul style="list-style-type: none"> • The Nature of Business • Primary, secondary, tertiary, & quaternary sector • Entrepreneurship • Challenges & Opportunities for starting a business <p>1.2 Types of business entities</p> <ul style="list-style-type: none"> • Public & private sectors • Types of organization • Profit and non-profit social enterprises <p>1.3 Business Objectives</p> <ul style="list-style-type: none"> • Vision and mission statements • Common business objectives • Strategical and tactical objectives • Corporate social responsibility <p>1.4 Stakeholders</p> <ul style="list-style-type: none"> • Internal and external stakeholders 	<p>4.5 weeks/18 Hrs (SL) 20 4.5 weeks/18 Hrs (HL) 20</p>	<p>Summative based on Paper 1,2 & 3</p> <p>Formatives:</p> <p>Distinguish the countries based on sectoral development to analyse the business chain of production and added value (AO2)</p> <p>Demonstrate connection between of sectors and economic development by investigating on LDC VS MDC and create a presentation on it (AO2)</p> <p>Analyse the case study of Walmart transformation from a sole proprietorship to public help company. Create a visual representation to examine the change due to the opportunities and challenges of business (AO3)</p> <p>Every business has a mission according to its nature and purpose. Analyse the mission and vision statements of business with different nature and purpose such as TESLA, Facebook, Hyundai to evaluate what they intend to achieve through the mission (AO2)</p> <p>ATL Skills: Critical thinking skills</p> <p>Connection to concept: Change is required to achieve the aims of a business. The case study explores the</p>	<p>Paul Hoang Business Management Book 4th and 5th edition</p> <p>Hodder Publications, Business Management book by Andrew Gillespie and Malcolm Surridge</p> <p>A Guide to the 5 Levels of Maslow's Hierarchy of Needs - 2022 - MasterClass</p> <p>Business Magazines: Forbes Outlook Bloomberg Businessweek</p> <p>The 3 Major Types of Industries – Primary, Secondary & Tertiary (okcredit.in)</p> <p>Hundreds of Twitter employees resign after Elon Musk's 'hardcore' ultimatum - The Verge</p>
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		<ul style="list-style-type: none"> • Conflict between stakeholders <p>1.5 Growth and evolution</p> <ul style="list-style-type: none"> • Internal and external • Economies and diseconomies of scale • The difference between internal and external growth • Reason for business to grow or stay small • External Growth Methods <p>1.6 MNC Companies</p> <ul style="list-style-type: none"> • Impact of MNC in host countries 		<p>transformation of a company to evaluate its growth.</p> <p>LPA: Thinkers</p> <p>Other Formatives includes:</p> <p>Analysis of business case studies and real examples using appropriate toolkits</p> <p>Interpretation of data and information of real word examples</p> <p>Analysis of primary and secondary sources related to contemporary business topics</p> <p>Creating presentation reports</p> <p>Exploring terminologies through interactive quiz</p> <p>Debates that include the conceptual perspectives and analysis of particular topics for IA practice</p> <p>Generate possible inquiries using visual thinking routine related to case studies for the paper 1 exam practice</p> <p>EE: To what extent the Shell PLC oil spill crisis impact the environment of Nigeria delta on 2008? Topic: Impact of MNC on the host country.</p>	
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				<p>TOK: How do the decision makers interpret that growth would be beneficial despite the challenges and un-certainties in a business.</p> <p>CAS: Students can analyse the locality to identify the predominant economic activity suitable for the women who had not completed their secondary education, organize a two-day camp to create a skill-based training for women empowerment as per SDG Goal 5</p>	
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	<p>Unit 4: Marketing (35 HRS)</p>	<p>Unit 4: Marketing</p> <ul style="list-style-type: none"> • Product orientation • Market share • Market growth • Importance of market share & market leadership (HL) <p>4.2 Marketing planning</p> <ul style="list-style-type: none"> • The role of marketing planning - Segmentation, targeting, and positioning • Difference between niche & mass market • The importance of having a USP • How organizations differentiate themselves <p>4.3 Sales Forecasting (HL)</p> <ul style="list-style-type: none"> • Benefits and limitations <p>4.4 Market Research</p> <ul style="list-style-type: none"> • Why & how organizations carry out market research • Methods/techniques of primary market research 	<p>8 weeks/32 hrs (SL) 30</p> <p>9 weeks/ 36 hrs (HL) 35</p>	<p>Analyse two companies Sony vs Amazon that are product and market oriented.</p> <p>Identify the advantage and disadvantage each. (AO2)</p> <p>Create a blog article related to Amazon, explain the market orientation, use SWOT analysis to identify the opportunities and challenges (AO2)</p> <p>Connection to toolkit: SWOT toolkit is used to evaluate the internal and external environment to identify the strength, weakness, opportunities and challenges of a business.</p> <p>Apply the Porters toolkit to compare and contrast the market leadership strategies of Toyota and Hyundai to analyse the competitive advantage (AO4)</p> <p>Connection to the concept: Change. How do the marketing strategies respond to change?</p> <p>Other Formatives includes:</p> <p>Crossword puzzles for exploring appropriate terminologies</p> <p>Analysis of case studies and real examples of business using appropriate toolkits</p> <p>Analysis of marketing strategies related to cotemporary business topics</p>	<p>Paul Hoang Business Management Book 4th and 5th edition</p> <p>Hodder Publications, Business Management book by Andrew Gillespie and Malcolm Surridge</p> <p>How to Segment Your Market MarketingProfs</p> <p>22 features that make Tesla cars unlike any others BusinessInsider India</p> <p>The 6 Stages of the Product Life Cycle (hubspot.com)</p>
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		<ul style="list-style-type: none"> • Methods/techniques of secondary market research • Qualitative & quantitative research • Methods of sampling <p>4.5 The Seven Ps of Marketing Product life cycle</p> <p>4.5.1 Product</p> <ul style="list-style-type: none"> • The product life cycle • Extension strategies <p>Relationship between the PLC, investment, profit & cash flow</p> <ul style="list-style-type: none"> • Aspects of branding - The importance of branding <p>4.5.2 Price</p> <p>4.5.3 Promotion</p> <ul style="list-style-type: none"> • Above the line promotion • Below the line promotion • Through the line promotion • Social media marketing <p>4.5.4 Place - The importance of different distribution channels</p>		<p>Synthesize information to create presentation, article reports related to the marketing topics using real world examples</p> <p>Debates that include the conceptual perspectives and analysis of particular topics for IA practice</p> <p>Formulation of RQ's for appropriate topics using VTR for IA practice</p> <p>Analyse the marketing aspects of social enterprises, interpret the issues using toolkit analysis, generate report to recommend actions (Practice for Paper 3)</p> <p>Generate possible inquiries using visual thinking routine related to case studies for the paper 1 exam practice</p> <p>Summative based on Paper 1,2 & 3</p> <p>EE: To what extent marketing strategies of Tesla had contributed to its EV market share expansion in China for 2022?</p> <p>TOK: Do social media marketing influence the targeted costumers?</p>	<p>Smart Agriculture Solution Market Size is projected to reach USD (openpr.com)</p> <p>10 Essential Market Research Methods Brandwatch</p>
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	<p>4.5.5 People</p> <p>4.5.6 Processes</p> <p>4.5.7 Physical evidence Appropriate marketing mixes</p> <p>4.6 International Marketing (HL) Opportunities & threats posed by entering and operating internationally</p>			
Unit: 3 Finance & accounts	<p>3.1 Introduction to finance</p> <p>Role of finance</p> <ul style="list-style-type: none"> • Capital Expenditure • Revenue Expenditure <p>3.2 Sources of finance</p> <ul style="list-style-type: none"> • Internal sources of finance • External sources of finance Appropriateness of sources of finance <p>3.3 Costs & Revenues</p> <ul style="list-style-type: none"> • Types of costs (Fixed, variable, Direct, Indirect) • Total revenue & revenue streams 	<p>7 weeks/28 hrs (SL) 30</p> <p>11 weeks/ 44 hrs (HL) 45</p>	<p>Summative based on paper 1,2&3</p> <p>Formatives:</p> <p>Explore the Mc COY article to identify the role of sale of assets in internal sources of finance and explain other ways to raise them using an oral presentation. (AO2)</p> <p>Explain the role of IPO and the utilization of other external sources to raise finance using case of Aramco 2019, also analyse the ethical concerns and the possible downfall after IPO (AO2)</p> <p>Analyse and interpret the financial data to format P&L account, further discuss the financial performance of the concern, and provide an oral presentation on the quantitative information. (AO4)</p>	<p>Paul Hoang Business Management Book 4th and 5th edition</p> <p>Hodder Publications, Business Management book by Andrew Gillespie and Malcolm Surridge</p> <p>Magazines for real world examples: BM Business world Magazines The Economist</p>

		<p>3.4 Final accounts</p> <ul style="list-style-type: none"> • The purpose of accounts to different stakeholders • Profit & loss account • Balance sheets • Types of intangible assets • Depreciation (HL) • Appropriateness of each Depreciation methods (HL) <p>3.5 Profitability & liquidity ratio analysis</p> <ul style="list-style-type: none"> • Profitability ratios • Liquidity Ratios • Strategies to improve ratios <p>3.6 Efficiency</p> <ul style="list-style-type: none"> • Ratio analysis (HL only) • Efficiency ratios (HL) • Insolvency versus bankruptcy <p>3.7 Cash flow</p>		<p>Connection to concept: Ethics and sustainability</p> <p>Though the initial public offering is successful there are ethical concerns due to lack of financial transparency and governance. Ethical financial practices are important for a sustainable business growth, and for the benefit of stakeholders.</p> <p>ATL Skills: Information literacy skills, media literacy skills analyse the various information to make connection and seek perspectives to gain the understanding</p> <p>LPA: Knowledgeable</p> <p>Other Formatives:</p> <p>Interactive quiz to analyse relevant financial terminologies used in context</p> <p>Quantitative analysis of case studies and real examples of business using appropriate toolkits related to topics</p> <p>Analysis of real word examples to enhance research and critical thinking skills.</p> <p>Apply tools to analyse the source of finance and its impact on the business under conceptual lens</p>	<p>What Are the Sources of Funding Available for Companies? (investopedia.com)</p>
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		<ul style="list-style-type: none"> • The difference between profit & cash flow • Working capital • Liquidity position • Cashflow forecast • Relationship between investment, profit, and cash flow • Strategies for dealing with cashflow problems <p>3.8 Investment appraisals</p> <ul style="list-style-type: none"> • Payback period & average rate of return • Net present value (HL) <p>3.9 Budgets</p> <ul style="list-style-type: none"> • The difference between cost & profit centres • The roles of cost & profit centres • Constructing a budget • Variances • Importance of budget and variance in decision making 		<p>Use VTR to generate inquiries relevant to the topic for financial analysis</p> <p>Creating presentation for case studies using financial data to interpret the P&L accounts</p> <p>Practice problems using appropriate formats to generate financial statements and for (Paper 2) quantitative focus</p> <p>Examining news article for financial topics to evaluate the impact on business using concepts and toolkits for (Paper 1)</p> <p>Analyse the financial aspects of social enterprises, interpret the issues using toolkit analysis, generate report to recommend actions (Practice for Paper 3)</p> <p>Toolkits used: BCG Matrix, Descriptive statistics, SWOT, Contribution (HL)</p> <p>TOK: How does the final accounts of an organization influence the perspective of a stakeholder?</p>	
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Year 2	5. Operations Management (45 HRS)	<p>5.1 Introduction to operations management</p> <ul style="list-style-type: none"> The role of operations management <p>5.2 Operations methods</p> <p>5.3 Lean Production and Quality Management (HL)</p> <ul style="list-style-type: none"> Lean production introduction Methods of lean production Cradle-to-cradle design and manufacturing Quality control and quality assurance Methods of managing quality The impact of lean production & TQM - National & International quality standard <p>5.4 - Location</p> <ul style="list-style-type: none"> Reasons for specific location of production Ways for reorganizing production <p>5.5 – Break-even analysis</p>	<p>8 weeks/16 hrs (SL) 15</p> <p>11 weeks/ 44 hrs (HL) 45</p>	<p>Summative for paper 1,2&3</p> <p>Formatives:</p> <p>Create a presentation to exhibit the C2C production business. Analyse the Nudie jeans denim products and evaluate the process based on the product life extension model. (AO4)</p> <p>Connection to concept: Sustainability</p> <p>Business revolves around various economic activities that create an impact on the environment and make it irreversible. Businesses around the world started to realize and initiate measures to focus on sustainability. This helps the business to exhibit the corporate responsibility as well the sustainability.</p> <p>LPA: Caring</p> <p>Compare and contrast the opportunities and challenges provided by the location for offshoring MNCs in countries with the different economic system (AO3)</p> <p>ATL Skills: Critical thinking skill: The task exhibits the advantages and disadvantages of countries with different economic systems.</p> <p>Other formatives:</p>	<p>Paul Hoang Business Management Book 4th and 5th edition</p> <p>Hodder Publications, Business Management book by Andrew Gillespie and Malcolm Surridge</p> <p>How To Improve the Manufacturing Process For Automobiles - Salon Prive Mag</p> <p>Factors Influencing Location Decisions in Operations Management (planettogether.com)</p> <p>The supply chain of the future is connected, transparent and sustainable - Logistics Management (logisticsmgmt.com)</p>
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		<ul style="list-style-type: none"> • Contribution • Aspects of Break-even analysis • Changes in price & cost • Limitations of break-even analysis <p>5.6 - Production Planning (HL)</p> <ul style="list-style-type: none"> • The local & global supply chain process • The difference between JIT & JIC • Stock control charts • Capacity utilization rate • Defect rate • Cost to buy & cost to make <p>5.7 - Crisis management & contingency planning (HL)</p> <ul style="list-style-type: none"> • Difference between crisis management & contingency planning • Impact of contingency planning • Factors that affect effective crisis management <p>5.8 – Research & Development (HL)</p>		<p>Missing words for exploring appropriate terminologies</p> <p>Analysis of case studies and real examples of business using appropriate toolkits</p> <p>Analysis of real-world examples to interpret the topics of operations management</p> <p>Synthesize information to create presentation, article reports related to the operation process using real world examples</p> <p>Debates that include the conceptual perspectives and analysis of case studies</p> <p>Formulation of inquiries to interpret operation topics based on the case studies (Paper 1 practice)</p> <p>Interpretation of data and information to analyse the impact on changing operation methods using contemporary business topics</p> <p>Explore the business articles to acquire knowledge related to business processes</p> <p>Analyse the operation process of social enterprises, interpret the issues using toolkit analysis, generate report to recommend actions (Practice for Paper 3)</p>	
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| | | <ul style="list-style-type: none">• The importance of research & development (R&D)• The importance of developing products that address customers unmet needs | | | |
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	<p>2. Human Resource Management (35 HRS)</p>	<p>2.1 Introduction to HRM</p> <ul style="list-style-type: none"> • Role of human resource management • Internal and external factors that influence human resource planning • Reasons for resistance to change in the workplace. • Human resource strategies for reducing the impact of change and resistance to change <p>Terminology in relation to different types of organizational structures.</p> <ul style="list-style-type: none"> • Types of organizational chart • Appropriateness of different organizational structures given a change in external factors • Changes in organizational structures (HL only) <p>Leadership and management</p> <ul style="list-style-type: none"> • Depth of teaching Scientific and intuitive 	<p>5 weeks/20 hrs (SL) 20 10 weeks/ 40 hrs (HL) 35hrs</p>	<p>Cultural clashes due to mergers and acquisitions impact the organization, investigate the HP and Compaq merger and its impact on the organization. Exam based questions (A03)</p> <p>Change in leadership and impact on the organization. Analyze the below article and evaluate “To what extent change in leadership of Twitter could impact the employees of the organization after its acquisition by Elon Musk”</p> <p>Create a blog article to depict the change in organization due to external environment (A03/A04)</p> <p>ATL Skills: Communication skill The article helps to adhere to format and structure. Students exhibit the communication skill and present information based on audience and purpose.</p> <p>Other Formatives:</p> <p>Crossword puzzles for exploring appropriate terminologies</p> <p>Analysis of case studies and real examples of human resource topics using appropriate toolkits</p>	<p>Paul Hoang Business Management Book 4th and 5th edition</p> <p>Hodder Publications, Business Management book by Andrew Gillespie and Malcolm Surridge</p> <p>Can younger workers speak up without managers bristling? - BBC Worklife</p> <p>How to Improve Teamwork in the Workplace Gallup</p>
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		<p>thinking/management (HL only)</p> <ul style="list-style-type: none"> • Management and leadership • The following leadership styles. <p>Motivation and demotivation</p> <ul style="list-style-type: none"> • Motivation theories. • Motivational theories (HL) • Labour turnover (HL only) • Types of appraisals (HL only). • Methods of recruitment (HL only) • Internal and external recruitment (HL only) • Types of financial rewards. • Non-financial rewards. <p>2.4 Motivation and demotivation</p> <ul style="list-style-type: none"> • Teamwork • Types of training. <p>2.5 Organizational (corporate) culture (HL only)</p> <ul style="list-style-type: none"> • Organizational culture (HL only) 		<p>Analysis and evaluation of human resources aspects and impacts based on contemporary business topics</p> <p>Synthesize information to create presentation, article reports related to the marketing topics using real world examples</p> <p>Debates that include the conceptual perspectives and analysis of particular HR topics</p> <p>Formulation of RQ's for appropriate topics using VTR for EE</p> <p>Analyse the human resource aspects of social enterprises, interpret the issues using toolkit analysis, generate report to recommend actions (Practice for Paper 3)</p> <p>Generate possible inquiries using visual thinking routine related to case studies for the paper 1 exam practice</p>	
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		<ul style="list-style-type: none">• Types of organizational culture (HL only)• Cultural clashes when organizations change (HL only) <p>2.6 Communication</p> <ul style="list-style-type: none">• Formal and informal methods of communication for an organization• Barriers to communication <p>2.7 Industrial/employee relations (HL only)</p> <ul style="list-style-type: none">• Sources of conflict in the workplace• Approaches to conflict in the workplace by:• Approaches to conflict resolution.			
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2. IB internal assessment requirement to be completed during the course

Briefly explain how and when you will work on it. Include the date when you will first introduce the internal assessment requirement, when the internal assessment requirement will be due and how students will be prepared to do it.

DP academic commences on July 2023, Internal Assessment requirements: 20% SL and 30% HL
Timeline: First draft July 2024-Final submission October 2024

3. Links to TOK

You are expected to explore links between the topics of your subject and TOK. As an example of how you would do this, choose one topic from your course outline that would allow your students to make links with TOK. Describe how you would plan the lesson.

Topic	Link with TOK (including description of lesson plan)
Unit 4: Marketing Management	<p>Knowledge question: To what extent companies know us better than we know ourselves?</p> <p>AOK: Human sciences-To what extent the methods followed to study human beings is limited by ethical consideration (IB Guide)</p> <p>For a business to thrive the most required criteria are customer satisfaction and constant innovation. Survival of a business organizations has become a challenge in this highly competitive world, constant surveillance of consumer behaviors, emerging market trends, and identifying and analysing patterns is essential to innovate and customize the goods or service. The organizations to overcome this challenge utilizes the data retrieved from the applications and services used by the consumers. Though it is helpful to interpret and innovate, it is also argued as breach of ethics and individual privacy.</p> <p>To evaluate the above inquiry question, students explore and analyse the business article Apple’s data privacy changes are hypocritical - here's why BlueConic Open Mic The Drum</p>

4. Approaches to learning

Every IB course should contribute to the development of students' approaches to learning skills. As an example of how you would do this, choose one topic from your outline that would allow your students to specifically develop one or more of these skill categories (thinking, communication, social, self-management or research).

Topic	Contribution to the development of students' approaches to learning skills (including one or more skill category)
Unit 1: Introduction to business management	Students to exhibit their ATL skills, creates a oral presentation on the advantage and disadvantage of an MNC in their county. MNC's are the multinational organisation which has its headquarters in one county and operate in multiple host countries to expand their scope and optimize availability of resources. Students use their media literacy to analyse an MNC in thier country and research primary and secondary sources to investigate the advantage and disadvantage of the company. They create an oral presentation to communicate the advantages such as multiplier effects and disadvantage such as negative externalities on the environment. This activity helps students to enhance and exhibit the research, communication and critical thiiking skills.

5. International mindedness

Every IB course should contribute to the development of international-mindedness in students. As an example of how you would do this, choose one topic from your outline that would allow your students to analyse it from different cultural perspectives. Briefly explain the reason for your choice and what resources you will use to achieve this goal.

Topic	Contribution to the development of international mindedness (including resources you will use)
Unit 4: Marketing	Students to undertand the aspects of international mindedness will explore the case study of Mc Donalds and its market strategy of geographical segmentation. They categorise the operation of Mc Donalds in countries of different culture, and they evaluate the market segmentation and incorporation of particular countries cultural values in their products to target the intended consumers. They analyse how important it is for an organization to value other countries culture to benefit and maximixe thier markets. This activity helps the students to develop international midendness and its impact on a business to thrive.

6. Development of the IB learner profile

Through the course it is also expected that students will develop the attributes of the IB learner profile. As an example of how you would do this, choose one topic from your course outline and explain how the contents and related skills would pursue the development of any attribute(s) of the IB learner profile that you will identify.

Topic	Contribution to the development of the attribute(s) of the IB learner profile
Unit 1: Introduction to business management	Business organizations general motive is profit maximization but they also do understand the impact of an economic activity on the individuals and society. Students as an emerging business stakeholders should nurture the learner profile attributes on business context. In order to do this, students analyse the commercial business practice of Hershey and its corporate responsibility initiatives towards the environment. Students take role plays as Cocoa farmers, environmentalist who is concerned about increasing deforestation for Cocoa production, journalist who creates a report on the impact, decision makers of the corporate organization, local people of Ghana. The students according to their roles organize the required information to evaluate the corporate social responsibility of the organization and the adequate measures for a sustainability. This activity helps students to be caring, as well as enhance their research and communication skills.

7. Resources

Are instructional materials and other resources available in sufficient quality, quantity and variety to give effective support to the aims and methods of the courses? Will students have access to resources beyond the ones available at school? Briefly describe what plans are in place if changes are needed.

Inthinking Website
Paul Hoang 4&5th edition Books
Oxford and kognity

