



Curriculum Map-DP1 Business Management (Group 3)

Unit Title (Time frame)	Standards	IB objectives	Knowledge/Content	Skills	ASSESSMENTS	Key resources
Unit 1: Business organization and environment SL 40 Hours HL 50 Hours	<ul style="list-style-type: none"> demonstrate an understanding of terminology, concepts, and techniques related to business management demonstrate an understanding of appropriate planning tools and techniques in a variety of situations assess the ways in which cultural, political, economic, and geographic factors influence business methods and operations evaluate the impact of issues related to ethics and social responsibility on the management of organizations. 	<ol style="list-style-type: none"> Demonstrate knowledge and understanding of: <ul style="list-style-type: none"> the business management tools, techniques and theories specified in the syllabus content the six concepts that underpin the subject real-world business problems, issues and decisions Demonstrate application and analysis of: <ul style="list-style-type: none"> knowledge and skills to a variety of real-world and fictional business situations Demonstrate synthesis and evaluation of: <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking business decisions, formulating recommendations Demonstrate a variety of appropriate skills to: <ul style="list-style-type: none"> produce well-structured written material using business terminology select and use business material, from a range of primary and secondary sources. 	<ol style="list-style-type: none"> Introduction to business management Types of organizations Organizational objectives Stakeholders External environment Growth and evolution Organizational planning tools (HL only) 	<ul style="list-style-type: none"> problem solving critical and creative thinking entrepreneurial skills strategic planning skills research and inquiry skills processing skills 	<p>Summative Assessments:</p> <ul style="list-style-type: none"> Unit Test (IB style) <p>Formative Assessments:</p> <ul style="list-style-type: none"> teacher assessment of students' in-class work peer/teacher assessment of case studies Posters Group Presentations Terminology quiz 	<ul style="list-style-type: none"> Key Concept Question: Paul Hoang, Business Management 3rd edition Case studies: businessmanagementib.com Concept related videos: Youtube, Ted Talks Other sources: http://businesscasestudies.co.uk/bass-group/the-future-is-branded/introduction.html#axzz41LUBf951
Unit 3: Finance and accounts SL 35 Hours HL 50 Hours	<ul style="list-style-type: none"> analyse the role and importance of final accounts in business management demonstrate an understanding of appropriate planning tools and techniques in a variety of situations evaluate the financial status of a business by using financial analysis techniques for decision-making purposes. 	<p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the business management tools, techniques and theories specified in the syllabus content the six concepts that underpin the subject real-world business problems, issues and decisions <p>Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> knowledge and skills to a variety of real-world and fictional business situations business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts <p>Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking 	<ol style="list-style-type: none"> Sources of finance Costs and revenues Break-even analysis Final accounts (some HL only) Profitability and liquidity ratio analysis Efficiency ratio analysis (HL only) Cash flow Investment appraisal (some HL only) Budgets (HL only) 			



		<ul style="list-style-type: none"> business decisions, formulating recommendations <p>Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> produce well-structured written material using business terminology select and use quantitative and qualitative business tools, techniques and methods select and use business material, from a range of primary and secondary sources. 				
<p>Unit 4: Marketing</p> <p>SL 30 Hours HL 30 Hours</p>	<ul style="list-style-type: none"> demonstrate an understanding of different components of the marketing function in satisfying customer needs assess the ways in which cultural, political, economic, and geographic factors influence business methods and operations analyse how companies respond to internal and external pressures for change evaluate the impact of issues related to ethics and social responsibility on the management of organizations. 	<p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the business management tools, techniques and theories specified in the syllabus content the six concepts that underpin the subject real-world business problems, issues and decisions <p>Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> knowledge and skills to a variety of real-world and fictional business situations <p>Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking business decisions, formulating recommendations <p>Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> produce well-structured written material using business terminology select and use quantitative and qualitative business tools, techniques and methods select and use business material, from a range of primary and secondary sources. 	<p>4.1 The role of marketing</p> <p>4.2 Marketing planning (including introduction to the four Ps)</p> <p>4.4 Market research</p> <p>4.5 The four Ps (product, price, promotion, place)</p>	<ul style="list-style-type: none"> Strategic Planning skills Critical/Creative Thinking skills Processing skills Effective use of information technology Presentation Skills research and inquiry skills 	<p>Summative Assessments:</p> <ul style="list-style-type: none"> Unit Test (IB style) Mock Exam <p>Formative Assessments:</p> <ul style="list-style-type: none"> Teacher assessment of practice exam questions Peer/teacher assessment of case studies Marketing Mix Competition 	<ul style="list-style-type: none"> Key Concept Question: Paul Hoang, Business Management 3rd edition Case Studies: (businessmanagementib.com) Marketing research related courses: <ul style="list-style-type: none"> Nielson, JD Powers Industry information: World Fact Book, Harvard Business Review Other sources: Survey monkey



Curriculum Map-DP2 Business Management (Group 3)

Unit Title (Time frame)	Standards	IB objectives	Knowledge/Content	Skills	ASSESSMENTS	Key resources
Unit 4: Marketing SL 5 Hours HL 20 Hours	<ul style="list-style-type: none"> demonstrate an understanding of different components of the marketing function in satisfying customer needs assess the ways in which cultural, political, economic, and geographic factors influence business methods and operations analyse how companies respond to internal and external pressures for change evaluate the impact of issues related to ethics and social responsibility on the management of organizations. 	<p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> real-world business problems, issues and decisions <p>Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts <p>Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking business decisions, formulating recommendations <p>Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> produce well-structured written material using business terminology select and use quantitative and qualitative business tools, techniques and methods select and use business material, from a range of primary and secondary sources. 	<p>4.3 Sales forecasting (HL only)</p> <p>4.6 The extended marketing mix of seven Ps (HL only)</p> <p>4.7 International marketing (HL only)</p> <p>4.8 E-commerce</p>	<ul style="list-style-type: none"> Strategic Planning skills Critical/Creative Thinking skills Processing skills Effective use of information technology Presentation Skills research and inquiry skills 	<p>Summative Assessments:</p> <ul style="list-style-type: none"> Unit Test (IB style) <p>Formative Assessments:</p> <ul style="list-style-type: none"> Teacher assessment of practice exam questions Peer/teacher assessment of case studies Group Presentations: Extended marketing Mix 	<ul style="list-style-type: none"> Key Concept Question: Paul Hoang, Business Management 3rd edition Case Studies: (businessmanagementib.com) Marketing research related courses: Nielson, JD Powers Industry information: World Fact Book, Harvard Business Review Other sources: Survey monkey
Unit 2: Human resource management SL 15 Hours HL 30 Hours	<ul style="list-style-type: none"> Analyse the role and importance of human resource management in business. apply an understanding of human resource theories to explain how individuals and groups function in the workplace demonstrate an understanding of appropriate planning tools and techniques in a variety of situations analyse how companies respond to internal and external pressures for change evaluate the impact of issues related to ethics and social responsibility on the management of organizations. 	<p>5. Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the business management tools, techniques and theories specified in the syllabus content real-world business problems, issues and decisions <p>6. Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> knowledge and skills to a variety of real-world and fictional business situations <p>7. Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking business decisions, formulating recommendations <p>8. Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> produce well-structured written material using business terminology 	<p>2.1 Functions and evolution of human resource management</p> <p>2.2 Organizational structure</p> <p>2.3 Leadership and management</p> <p>2.4 Motivation</p> <p>2.5 Organizational (corporate) culture (HL only)</p> <p>2.6 Industrial/employee relations (HL only)</p> <p>2.1 Functions and</p>			



			<p>evolution of human resource management</p> <p>2.2 Organizational structure</p> <p>2.3 Leadership and management</p>			
<p>Unit 5: Operations management SL 10 Hours HL 30 Hours</p>	<ul style="list-style-type: none"> demonstrate an understanding of terminology, concepts, and techniques related to business management Analyse the role and importance of Operations management in business. demonstrate an understanding of appropriate planning tools and techniques in a variety of situations assess the ways in which cultural, political, economic, and geographic factors influence business methods and operations analyse how companies respond to internal and external pressures for change 	<p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the business management tools, techniques and theories specified in the syllabus content the six concepts that underpin the subject real-world business problems, issues and decisions the HL extension topics (HL only). <p>Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> knowledge and skills to a variety of real-world and fictional business situations business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts the HL extension topics (HL only). <p>Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> business strategies and practices, showing evidence of critical thinking business decisions, formulating recommendations the HL extension topics (HL only). <p>Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> produce well-structured written material using business terminology select and use quantitative and qualitative business tools, techniques and methods select and use business material, from a range of primary and secondary sources. 	<p>5.1 The role of operations management</p> <p>5.2 Production methods</p> <p>5.3 Lean production and quality management (HL only)</p> <p>5.4 Location</p> <p>5.5 Production planning (HL only)</p> <p>5.6 Research and development (HL only)</p> <p>5.7 Crisis management and contingency planning (HL only)</p>	<ul style="list-style-type: none"> Compare/Contrast skills Research and inquiry skills Critical thinking Effective communication Cause and effect 	<p>Summative Assessments:</p> <ul style="list-style-type: none"> Unit Test (IB style) <p>Formative Assessments:</p> <ul style="list-style-type: none"> Matching Exercise (Unit 5 Terminology) Bulletin Board/Slide-show Presentation Assignment (Methods of Production) Operations Management Quiz Mock Exam Question (peer evaluation) 	<ul style="list-style-type: none"> Key Concept Question: Paul Hoang, Business Management 3rd edition Case Studies: (businessmanagementib.com) Operation Management related videos: Other sources:
<p>Unit 6: Internal Assessment SL 15 Hours</p>	<ul style="list-style-type: none"> demonstrate an understanding of terminology, concepts, and techniques related to business 	<p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the business management tools, techniques and theories specified in 	<p>Applicable Units (1-5)</p>	<ul style="list-style-type: none"> Strategic Planning skills Critical/Creative Thinking skills Processing skills Effective use of information 	<p>Summative Assessments:</p> <ul style="list-style-type: none"> Research Proposal Internal Assessment 	<p>Teacher created resources:</p> <ul style="list-style-type: none"> Research question selection PPT Research Proposal PPT



<p>HL 30 Hours</p>	<p>management</p> <ul style="list-style-type: none"> • demonstrate an understanding of appropriate planning tools and techniques in a variety of situations • Analyse the role and importance of human resource management in business. • assess the ways in which cultural, political, economic, and geographic factors influence business methods and operations • analyse how companies respond to internal and external pressures for change • evaluate the impact of issues related to ethics and social responsibility on the management of organizations. • apply an understanding of human resource theories to explain how individuals and groups function in the workplace • demonstrate an understanding of different components of the marketing function in satisfying customer needs • evaluate the financial status of a business by using financial analysis techniques for decision-making purposes. 	<p>the syllabus content</p> <ul style="list-style-type: none"> • the six concepts that underpin the subject • real-world business problems, issues and decisions • the HL extension topics (HL only). <p>Demonstrate application and analysis of:</p> <ul style="list-style-type: none"> • knowledge and skills to a variety of real-world and fictional business situations • business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts • the HL extension topics (HL only). <p>Demonstrate synthesis and evaluation of:</p> <ul style="list-style-type: none"> • business strategies and practices, showing evidence of critical thinking • business decisions, formulating recommendations • the HL extension topics (HL only). <p>Demonstrate a variety of appropriate skills to:</p> <ul style="list-style-type: none"> • produce well-structured written material using business terminology • select and use quantitative and qualitative business tools, techniques and methods • select and use business material, from a range of primary and secondary sources. 		<p>technology</p> <ul style="list-style-type: none"> • research and inquiry skills • Compare and Contrast 	<p>Formative Assessments:</p> <ul style="list-style-type: none"> • Research Question selection • Research Proposal • Primary and Secondary Research planning • Selection of Business tools and technique • Practice IA- Group project 	<ul style="list-style-type: none"> • IA Guide PPT <p>Other sources:</p> <ul style="list-style-type: none"> • Paul Hoang, Business Management 3rd edition • IA Guide: (occ.ob.org)
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