



IB Business Management

The Business Studies department strives to convey the dynamism of the subject, and encompass the ever-changing political, economic, social and technological factors surrounding the functionality of businesses.

We aim to bring theory to life and use contemporary, international issues and case studies to translate theory to context. The core functions of businesses are delivered, including Finance, Marketing, Operations and Human Resource Management.

Having covered the core content in Lower Sixth, the content is re-delivered through the CUEGIS model in upper sixth. This allows students to develop the appreciation of how the concepts of change, culture, globalisation, innovation and strategy influence a business' internal and external environment.

"Great companies start because their owners want to change the world, not make a fast buck" Guy Kawasaki

Students will learn:-

The below core content is reviewed through the thematic model of CUEGIS (Change, Culture, Ethics, Globalisation, Innovation, Strategy)

- The Business Organisation and Environment
- Human Resource Management
- Finance and Accounts
- Marketing
- Operations Management
- Internal Assessment

Wider Reading

Free *Financial Times* access: <https://www.ft.com/corp-signup/join?token=620c8816-ba8c-4ff5-bd3a-e231347d9656>

Free "The Economist" app access:
www.economicsonline.co.uk

Extra Reading Challenge:

"No Logo" – Naomi Klein

"Screw Business as usual" – Richard Branson

"The almighty dollar" – Dharshini David

"A world without work" – Daniel Susskind

Knowledge - sound understanding of key terms

Application - developing ability to apply theories and concepts to international business scenarios

Analysis - ability to develop chains of reasoning in context of a particular business scenarios

Evaluation - developing evaluation skills to consider two points of view

Quantitative skills - growing confidence in utilising quantitative skills for business financial dealings

Debate and communication skills - confidence to debate and communicate with peers

How can you enhance your learning at home?

- *Financial Times* – free mobile app subscription (see student shared drive for instructions)
- *The Economist* – free mobile app subscription (See student shared drive for instructions)
- School library Business/ Economics section
- Tutor2u
- Exam board website for past papers
- *The FT News Briefing* podcast

"All businesses need to be young forever"

Jeff Bezos

