



U6 IB Business Management

Curriculum Intent

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.

The department 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

What does excellence look like?

Students will complete the IBS Business Management course with a full understanding of the core business functions. They will be able to confidently explain the purpose of each function and be mindful of external pressures impacting the role of businesses in the modern, globalised, world.

Students will also have developed work-ready competencies, such as communication, team work and creativity. The teaching style within the department offers frequent opportunities for debate and presentations. Business ethics is referred to throughout the course, prompting students to be mindful of their personal consumption and interaction with business organisations.

Students will also fully appreciate the impact of multi-national corporations and their influence upon the current global economic system. They will be evaluative of the impact of business organisations and the extent to which they embody corporate social responsibility.

Knowledge, understanding & Skills

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)
- Economist – free mobile app subscription (See student shared drive for instructions)
- School library Business/ Economics novel section
- Tutor2u
- Exam board website for past papers

How will we assess impact?

Students will sit an assessment at the end of each unit in Lower Sixth, complete coursework in Upper Sixth and sit full past papers during the PPE assessment season.



International Opportunities

Visits Programmes

Lower Sixth – City of London Visit

All Lower Sixth Business, Economics and Financial Studies students visit a variety of institutions in the City of London to apply theory to real-world contexts.

Example institutions include; Bank of England, Blackrock, Investec, Lloyds of London

Within the curriculum

Marketing – using examples of stereotypes in advertising and promotion

Ethics – The business organisation’s treatment of internal and external stakeholders

Business expansion and its role in the developing world

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



“All businesses need to be young forever”

Jeff Bezos