



# L6 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:-

- Introduction to business management
- Types of organizations
- Organizational objectives
- Stakeholders
- External environment
- Growth and evolution
- Functions and evolution of human resource management
- Organizational structure
- Leadership and management
- Motivation
- Sources of finance
- Costs and revenues
- Break-even analysis
- Final accounts
- Profitability and liquidity ratio analysis
- Cash flow
- Investment appraisal
- The role of marketing
- Marketing planning
- Sales forecasting
- Market research
- The four Ps (product, price, promotion, place)
- E-commerce
- The role of operations management
- Production methods
- Recruitment, selection and raining

### 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

### What does excellence look like?

- Students can skilfully evaluate the nature of business decisions across different global contexts
- Students have fully grasped the core functions of a business and can confidently articulate how they intertwine
- Students are independent thinkers and can scrutinise business reports and strategy
- Students have developed business acumen, in their written and oral abilities

### 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.

In addition there will be ongoing assessment throughout the course using past examination paper style questions.



## 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**

**Global comparison of differing business practices**

### 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](http://www.economicsonline.co.uk)

### Extra Challenge:

“No Logo” – Naomi Klein

“Screw Business as usual” – Richard Branson

“The almighty dollar” – Dharshini David

“A world without work” – Daniel Susskind

