

**IB DIPLOMA PROGRAM BUSINESS MANAGEMENT
11TH GRADE, WILLOWS PREPARATORY SCHOOL**

COURSE DESCRIPTION

The Business Management course is designed to develop students' knowledge and understanding of business management theories, as well as their ability to apply a range of tools and techniques.

The course covers the key characteristics of business organization and environment and the business functions of human resource management, finance and accounts, marketing and operations management. Links between the topics are central to the course. Through the exploration of six underpinning concepts (change, culture, ethics, globalization, innovation and strategy), the course allows students to develop a holistic understanding of today's complex and dynamic business environment. The conceptual learning is firmly anchored in business management theories, tools and techniques and placed in the context of real world examples and case studies.

The course encourages the appreciation of ethical concerns at both a local and global level. It aims to develop relevant and transferable skills, including the ability to: think critically; make ethically sound and well-informed decisions; appreciate the pace, nature and significance of change; think strategically; and undertake long term planning, analysis and evaluation. The course also develops subject-specific skills, such as financial analysis.

The aims of the business management course at HL and SL are to:

1. encourage a holistic view of the world of business
2. empower students to think critically and strategically about individual and organizational behavior
3. promote the importance of exploring business issues from different cultural perspectives
4. enable the student to appreciate the nature and significance of change in a local, regional and global context
5. promote awareness of the importance of environmental, social and ethical factors in the actions of individuals and organizations
6. develop an understanding of the importance of innovation in a business environment.
7. External assessment for HL and SL students consists of two written examination papers. Paper one is based on a pre-seen case study issued in advance, and paper two consists of structured questions based on stimulus material and an extended response question that assesses students' understanding of the key concepts of the course.
8. Internal assessment for HL students is a research project and for SL students a written commentary. In both tasks, students study real world business organizations. These are internally marked by subject teachers and then externally moderated by IB examiners.

Unit 1: Business organization and environment

- 1.1 Introduction to business management
- 1.2 Types of organizations
- 1.3 Organizational objectives

- 1.4 Stakeholders
- 1.5 External environment
- 1.6 Growth and evolution
- 1.7 Organizational planning tools (HL only)

Unit 2: Human resource management

- 2.1 Functions and evolution of human resource management
- 2.2 Organizational structure
- 2.3 Leadership and management
- 2.4 Motivation
- 2.5 Organizational (corporate) culture (HL only)
- 2.6 Industrial/employee relations (HL only)

Unit 3: Finance and accounts

- 3.1 Sources of finance
- 3.2 Costs and revenues
- 3.3 Break-even analysis
- 3.4 Final accounts (some HL only)
- 3.5 Profitability and liquidity ratio analysis
- 3.6 Efficiency ratio analysis (HL only)
- 3.7 Cash flow
- 3.8 Investment appraisal (some HL only)
- 3.9 Budgets (HL only)

Unit 4: Marketing

- 4.1 The role of marketing
- 4.2 Marketing planning (including introduction to the four Ps)
- 4.3 Sales forecasting
- 4.4 Market research
- 4.5 The four Ps (product, price, promotion, place)
- 4.6 The extended marketing mix of seven Ps (HL only)
- 4.7 International marketing (HL only)
- 4.8 E-commerce

Unit 5: Operations management

- 5.1 The role of operations management
- 5.2 Production methods
- 5.3 Lean production and quality management (HL only)
- 5.4 Location
- 5.5 Production planning (HL only)
- 5.6 Research and development (HL only)
- 5.7 Crisis management and contingency planning (HL only)

At the course conclusion in 2023, students will have a firm foundational knowledge of:

- **business structures**
- **leadership and human resources**
- **analyzing and interpreting multiple financial models for informed decision-making**

- marketing philosophy and practices
- operational techniques
- Students will have experience in the entrepreneurial world and will be capable of writing a detailed business plan.
- Students will appreciate business ethics and its complexities, as well as its environmental impact on our world.

Current business news is discussed each day in class, along with case studies from the course, as well as case studies in current time.

During each unit, students will be assigned an independent project associated with that unit.

In junior year, students will write a book report based on a business book of their choosing, which will be presented to the class.

Homework

This is a homework light class. Time out of class will be devoted to creative time for projects and completing reading.

Assessment

Formative-20% of semester grade

Quizzes, short writing assessment clarifying understanding, small projects

Summative-80% of semester grade

Unit tests

Projects

Submitting work

Both Managebac and One Note will be used.

Summative assignments will be posted on Managebac.

Late Policy-Work for a unit must be handed in 1 week before the end of a unit. Students are always welcome to revise work they have already handed in-there is no penalty for revisions.

However, if work is not handed in 1 week before the end of a unit, we will peer grade this work *together as a class*.

Late work must be emailed or directly handed to me.

If you know you will be missing a quiz or test, please speak to me about taking it early.

If you are absent unexpectedly, documentation is needed for the absence.

It is your responsibility to notify me to ask for work you have missed.

*****All guidelines are subject to change*****

Zero Tolerance Policies

Willows Preparatory School has zero tolerance for alcohol, drugs, tobacco, weapons, age-inappropriate material, graffiti and repeated instances of bullying behavior. If any students are found in possession of or engaging in any related activities of the above, whether on campus and/or during school hours, appropriate referrals will be made and consequences/outcomes will be documented on the student's file.

Consequences

Any student misconduct will be documented and may result in the following:

- A referral to Head of School or Assistant Head of School
- Support services through Counselor referral
- Meeting with parent, teacher, and administration
- Probation from extracurricular activities or other privileges (i.e. sport, clubs, lunch outside)
- Restricted use of facilities

Misconduct issues of a more serious nature, such as those related to zero tolerance policies include:

- Suspension – You are expected to keep up with your schoolwork during this time, as no allowances will be made in this regard.
- Expulsion – You are permanently disenrolled from Willows Preparatory School

Technology

Every student at WPS has their own Microsoft Surface. WPS's official Laptop/Technology Policy is found at the end of this document.

Teacher-Student E-mail Communication

You have the opportunity to reach out to teachers and staff using email; however, when applicable, face-to-face communication is preferred. Student email addresses should only be used for communication about academic issues or to ask questions in a respectful and professional manner. Students are expected to check email on a daily basis. If a student receives an email or message from another student that is confusing or inappropriate, please notify a teacher or staff member immediately. Willows Preparatory School reserves the right to access all WPS student emails, reset all passwords, and if necessary, suspend all email activity.

Cell Phones and smart devices

We understand that cell phones and other smart devices are an essential part of daily life. Smart watches while linked to cell phones are considered cell phones. Please make sure that the watches are on Do Not Disturb mode

during the school day. Students are permitted to bring cell phones to school each day subject to the following conditions:

- Cell phones should remain OFF when students are present on the school campus. Cell phones must be stored in book bags during the 1st semester (or for however long COVID-19 Handbook guidelines are in place) or in student lockers.
- Students may use their cell phones to contact parents upon request. All authorized cell phone use must occur at the Front Desk in the main building and/or under the supervision of an administrator or teacher.

If a member of staff can see or hear a cell phone, the phone will be confiscated and turned over to the front desk. Confiscated phones will be returned at the end of that school day from the front desk after a parent is notified about the violation of this policy. All incidents are documented and recorded—repeat violations may result in additional consequences.

In case of a personal emergency on campus (illness, personal situation, etc.) the student's first line of contact is a staff member. In family emergency situations, parents should contact the front office if they need to reach a student.

Classroom Computer Use

Laptops will be used regularly in class for lessons, notes, and activities. Students should not be checking emails, grades, chatting via Teams, or any other activities on their computer unless the teacher has given them permission. If a student is found not using a computer appropriately, the computer will be taken away until the end of class and the following will take place:

- 1st Time: A warning from administration.
- 2nd Time: An email sent home to parents.
- 3rd Time: Meet with administration and discuss possible repercussions.

WPS Students will no longer be allowed to use headphones for personal use in any place of the school building unless a) the headphones are being used for specific class content (i.e. sound editing a video for a project); or b) they are being used before or after school hours (8:30am-3:30pm). Students should not have Spotify or any other streaming music program on their school computers.

Student Name (Print) _____

Student Signature _____ Date _____

Parent/Guardian Signature _____ Date _____

Please return by September 10, 2021

