



# Katedraliskolan Skara IB Diploma Programme



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## **Business management course outline (first exam 2016) both Standard and Higher Level (SL and HL)**

### COURSE DESCRIPTION

Business Management focus is the developing of critical thinking, analytical and decision making skills in relation to individuals and groups. In particular the course focuses on these skills and ideas in an international business environment.

The purpose of the course is to develop an understanding of business theory and principals and to apply this knowledge in a variety of practical business situations whilst using skills specifically required to understand the complex nature of the world of business.

### Topics

	Hours SL	Hours HL
1. Business organisations and environmet	40	50
2. Human resources management	15	30
3. Finance and accounts	35	50
4. Marketing	35	50
5. Operations management	10	30
Internal assesment	15	30
Total	150	240

### Methods

Much emphasis is put on creating a “business mind”. Students should be able to analyse a given business situation with help of subjects knowledge and reach a tactical or strategic decision.

This is done by group discussion, case studies, role plays and lectures.

### Link to Theory of Knowledge and the IB Learner Profile

TOK is constantly present in the course. Business Management is much about forecasting the future of which nothing can be known for certain, for example sales forecasting and investment appraisal. This is frequently discussed and students are encouraged to finding the real cause, not the cause that first comes to mind. “The Toyota seven whys-model” is one way of doing this, discussing if quantifiable factors really can describe an organization is another.

The Learner Profile is integrated in lectures and other classroom activities. Students must reflect over a stimulus in order to reach a conclusion. All student work must be balanced,



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looking at the issue from many sides and then communicated in proper way. Business culture is one good way of discussing open-mindedness that people think and react differently on different markets.

## **Assessment SL**

### **Internal**

Written commentary

### **External**

Paper 1 (1 hour and 15 minutes)

Based on a case study issued in advance

Paper 2 (1 hour and 45 minutes)

## **Assessment HL**

### **Internal**

Research project

Students research and report on an issue facing an organization or a decision to be made by an organization (or several organizations).

### **External**

Paper 1 (2 hour and 15 minutes) Based on a case study issued in advance, with additional unseen material included in sections B and C.

Paper 2 (2 hour and 15 minutes)

## **Textbook and online resources**

Peter Stimson and Alex Smith, Business and management for the IB Diploma 2<sup>nd</sup>, Cambridge University Press, 2011

<https://www.verksamta.se/en/web/international/home>

<https://www.business.gov.au/>

<http://www.businessdictionary.com/>

## **Teacher and email**

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## **Further information**

[Link to Diploma Programme Curriculum briefs](#)