

IB Business Management

HIGHER AND STANDARD LEVEL

What are the aims of the course?

The aims of the Business Management course at HL and SL are to:

- Encourage a holistic view of the world of business
- Empower students to think critically and strategically about individual and organisational behaviour
- Promote the importance of exploring business issues from different cultural perspectives
- Enable the student to appreciate the nature and significance of change in a local, regional and global context
- Promote awareness of the importance of environmental, social and ethical factors in the actions of individuals and organizations
- Develop an understanding of the importance of innovation in a business environment

What does it involve?

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. Students learn to analyse, discuss and evaluate business activities at local, national and international levels. The course covers a range of organisations from all sectors, as well as the sociocultural and economic contexts in which those organisations operate.

The course also covers the key characteristics of business organisation 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, globalisation, 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.

How is it assessed?

External Assessment

External assessment for HL and SL students consists of two written examination papers.

- **Paper 1** is based on a previously seen case study issued in advance.
- **Paper 2** consists of structured questions based on stimulus material and an extended response question that assesses students' understanding of the key concepts of the course.

Internal Assessment

Internal assessment for HL students is a research project and for SL students a written commentary.

In both tasks, students study real world business organisations. These are internally marked by subject teachers and then externally moderated by IB examiners.

Are there any specific entry requirements?

There are no specific entry requirements to study IB Business Management; only a desire to succeed in your chosen field.

Why is it a useful qualification?

The skills gained in Business and Management allow students to build commercial awareness and start contributing to their chosen employer quickly and effectively.

The course teaches valuable skills and knowledge useful for university study in related areas.

