



FREQUENTLY ASKED QUESTIONS: BUSINESS MANAGEMENT

S/N	Questions	Answers
1	Any pre-requisite for BM?	<p>There is NO pre-requisite for doing Economics and Business Management in IBDP. This is also the case in the universities. However, do note that some overseas universities require a good score in <u>HL Mathematics</u> as a pre-requisite for an Economics undergraduate programme in their institutions.</p>
2	What is the difference between Economics and Business Management?	<p>The study of Economics, a dynamic social science, is essentially about dealing with scarcity, resource allocation and the methods and processes by which choices are made in the satisfaction of human wants. As a social science, economics uses scientific methodologies that include quantitative and qualitative elements.</p> <p>The Economics course emphasizes the economic theories of microeconomics, which deal with economic variables affecting individuals, firms and markets, and the economic theories of macroeconomics, which deal with economic variables affecting countries, governments and societies. These economic theories are applied to real-world issues through case studies and commentaries. Prominent among these issues are fluctuations in economic activity, international trade, economic development and environmental sustainability.</p> <p>Business Management is a rigorous, challenging and dynamic discipline in the individuals and societies subject group. The role of businesses, as distinct from other organizations and actors in a society, is to produce and sell goods and services that meet human needs and wants by organizing resources. Profit-making, risk-taking and operating in a competitive environment characterize most business organizations.</p> <p>Although Business Management shares many skills and areas of knowledge with other humanities and social sciences, it is distinct in a number of ways. For example Business Management is the study of decision-making within an organization, whereas Economics is the study of scarcity and resource allocation, both on micro and macro levels. Business management examines the use of information technology in business contexts, whereas information technology in a global society (ITGS) critically examines its impact on other fields, such as health and government. Business Management studies business functions (marketing, human resources etc), management processes and decision-making in contemporary contexts of strategic uncertainty. It examines how business decisions are influenced by factors internal and external to an organization, and how these decisions impact upon its stakeholders, both internally and externally.</p> <p>While both subjects are offered at HL and SL levels, their assessment also differ.</p>
3	Can I take BM and Econs together?	No

4	What are the differences between HL and SL Business Management?	The HL course in Business Management differs from the SL course in terms of the: <ul style="list-style-type: none"> • Recommended hours devoted to teaching • Extra depth and breadth required (extension units for HL such as 5.3 Lean Manufacturing) • Nature of internal assessment task (requires collecting primary data) • Nature of examination questions 														
5	What is Business Management?	To develop an understanding of essential business theory and the ability to apply business principles, practices and skills. It encourages students to analyse the diverse range of business organisations and activities and the cultural and economic context in which businesses operate. The emphasis is placed on strategic decision- making and the business functions of marketing, production, human resource management and finance. Business Management is the study of both the way in which individuals and groups interact in an organisation and of the transformation of resources. It is, therefore, perfectly placed within the group 3 subject area (individuals and societies) of the IB Diploma Programme hexagon.														
6	How is BM assessed?	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">Assessment weightage</th> </tr> <tr> <th>HL</th> <th>SL</th> </tr> </thead> <tbody> <tr> <td>Internal Assessments (IA) (Details below)</td> <td colspan="2" style="text-align: center;">25%</td> </tr> <tr> <td>Paper 1 (Case Study) Section A: 2 out of 3 Section B: 1 compulsory question Section C: 1 compulsory question (HL only)</td> <td style="text-align: center;">35%</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Paper 2 (Structured Questions) Section A: 1 out of 2 Section B: 1 out of 3 (SL) Section B: 2 out of 3 (HL) Section C: 1 out of 3</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">45%</td> </tr> </tbody> </table>		Assessment weightage		HL	SL	Internal Assessments (IA) (Details below)	25%		Paper 1 (Case Study) Section A: 2 out of 3 Section B: 1 compulsory question Section C: 1 compulsory question (HL only)	35%	30%	Paper 2 (Structured Questions) Section A: 1 out of 2 Section B: 1 out of 3 (SL) Section B: 2 out of 3 (HL) Section C: 1 out of 3	40%	45%
	Assessment weightage															
	HL	SL														
Internal Assessments (IA) (Details below)	25%															
Paper 1 (Case Study) Section A: 2 out of 3 Section B: 1 compulsory question Section C: 1 compulsory question (HL only)	35%	30%														
Paper 2 (Structured Questions) Section A: 1 out of 2 Section B: 1 out of 3 (SL) Section B: 2 out of 3 (HL) Section C: 1 out of 3	40%	45%														
7	What is the course book for BM?	<ol style="list-style-type: none"> 1. Business Management for the IB Diploma (Peter Stimpson and Alex Smith) 2. Business Management (Paul Hoang) 														
8	What is the distinction between SL and HL BM?	The HL course in business management differs from the SL course in business management in terms of the: <ul style="list-style-type: none"> • recommended hours devoted to teaching (240 hours for HL compared to 150 hours for SL) • extra depth and breadth required (extension units for HL) • nature of the internal assessment task • nature of the examination questions. 														
9	What is covered in BM syllabus?	<u>Unit 1: Business organization and environment</u> 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)														

		<p><u>Unit 2: Human resource management</u> 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)</p> <p><u>Unit 3: Finance and accounts</u> 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)</p> <p><u>Unit 4: Marketing</u> 4.1 The role of marketing 4.2 Marketing planning (including introduction to the four Ps) 4.3 Sales forecasting (HL only) 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</p> <p><u>Unit 5: Operations management</u> 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)</p>
10	What is IA for BM?	<p>Internal assessment is an integral part of the course and is compulsory for both SL and HL students. It enables students to demonstrate the application of their skills and knowledge, and to pursue their personal interests, without the time limitations and other constraints that are associated with written examinations. The internal assessment should, as far as possible, be woven into normal classroom teaching and not be a separate activity conducted after a course has been taught.</p> <p>The internal assessment requirements at SL and at HL are different for the business management course. The SL internal assessment is a written commentary and the HL internal assessment is a research project.</p>

11	How is SL IA assessed?	<p>Written commentary Duration: 15 hours Weighting: 25%</p> <p>Introduction The SL internal assessment is a written commentary that allows students to demonstrate the application of business management tools, techniques and theories to a business issue or problem.</p> <p>Requirements SL students are required to:</p> <ul style="list-style-type: none"> • select a real business issue or problem for their written commentary that must relate to the SL syllabus. • refer directly to a single business organization, but may consider industry-wide issues that impact on that organization. • base their written commentary on secondary research, selected for its suitability, depth and breadth. Primary research may be used as support. • provide a title for the commentary that, to give focus and direction, must be framed as a question. • produce a written commentary that does not exceed 1,500 words. • attach to the commentary three to five supporting documents from which the majority of the information for the commentary has been obtained. • fully reference all supporting documents and additional sources and include them in a bibliography.
12	How is HL IA assessed?	<p>Research project Duration: 30 hours Weighting: 25%</p> <p>Introduction The HL internal assessment is a research project that allows students to demonstrate the application of their skills and knowledge to business issues or decision-making.</p> <p>Requirements HL students are required to:</p> <ul style="list-style-type: none"> • design and undertake research that either addresses an issue facing a business organization or a range of organizations or analyses a decision to be made by a business organization or range of organizations • select a real business organization or a range of organizations and a real issue or decision under investigation • base their research project on primary research they gather from the organization investigated (secondary research may be used as support) • provide a title for the research project that, to give focus and direction, must be framed as a question • produce a research proposal (of maximum 500 words), including an action plan, to be used as the primary planning document • produce a report of not more than 2000 words based on the research proposal.