

IB Standard Level Business & Management Syllabus & Curriculum Outline

2016-2017

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Course Description: IB Business & Management provides a demanding, yet dynamic curriculum that provides students with a wide range of knowledge in business theory and activity. The course offers a well-rounded background in international business, marketing, production, human resources, and finance.

Business and Management is a challenging subject that incorporates a wide range of topics and situations. This subject is extremely beneficial for any student; however, it is particularly useful for those considering a career in business and marketing or economics.

Students who choose Business and Management as a subject improve their critical thinking, technical, analytical, and decision-making skills. They have a better understanding of the world around them, both locally and globally, with a new international perspective on businesses and their diversity. Core principles and practices of business will be studied as students learn the principles of ethics and social responsibility.

The IB Business and Management curriculum at the Standard Level consists of five main topics: (1) business organization and environment, (2) human resources, (3) accounts and finance, (4) marketing, and (5) operations management.

Standards:

The following is a general outline of the topics covered in this course:

Topic 1: Business Organization and Environment

- Introduction to business management
- Types of organizations
- Organizational objectives
- Stakeholders
- External environment
- Growth and evolution

Topic 2: Human Resource Management

- Functions and evolution of human resource management
- Organizational structure
- Leadership and management
- Motivation

Topic 3: Finance and Accounts

- Sources of finance
- Costs and Revenues
- Profitability and ratio analysis
- Cash flow

- Break-even analysis
- Final accounts

-Investment appraisal

Topic 4: Marketing

- The role of marketing
- Marketing planning
- Market research

- The four P's
- E-commerce

Topic 5: Operations Management

- The role of operations management
- Production methods
- Location

Textbook: IB Business and Management, by Paul Hoang

Required Assignments:

1. General Assessments

Tests, quizzes, and case studies will be given periodically throughout the year to ensure that the student has grasped the main concepts of the material.

Daily assignments and homework: There will be frequent in-class and out-of-class assignments.

2. IB Assessments

The first assessment, the Internal Assessment, will count 25% of the IB score, and is graded by the instructor. This assessment is a 1,500-word commentary focused on answering a research question about a real business. The second assessment, the External Assessment, counts 75% of the IB score and is graded “external” of SFHS by the IB organization. This is a three-hour exam (Paper 1 and Paper 2) given over two days and takes place in May. The first paper (35%) will cover an IB case study which will be studied in advance of the exam. The second paper (40%) will come from the five business topic areas covered during the course of the year.

Availability for Extra Help: Appointments are encouraged, but instructor will generally be available each morning from 8:00 to 8:20 am.

Make-up Policy:

Make up work is defined as work assigned during a student's absence, not work assigned prior to an absence. The student has five (5) school days upon returning to school to complete make-up work. The teacher has the discretion to grant a longer period to make up work, if there are extenuating circumstances.

When a student fails to turn in an assignment on the due date, the following penalties will apply:

- One day late: 15 pts.
- Two days late: 25 pts.
- Three days late: 35 pts. **After 3 days: The highest grade you may obtain will be a 50.**

Make-up Policy regarding quizzes and tests: You are expected to take an assigned quiz or test immediately following an absence. If you miss a quiz or test, plan on making up that assessment immediately when you return to class.

Grading Calculations:

Non-EOCT Course Average = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

1st and 2nd Semester Course Work = 75% Summative = 25% Formative

Concept of formative assessment: <http://pareonline.net/getvn.asp?v=8&n=9>

**Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/ research papers/presentations.*

**Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentations.*

Grading Policy

A = 90 – 100

B = 80 – 89

C = 70 – 79

Failing = Below 70

DECA

All students enrolled in IB Business & Management are encouraged to join DECA, an international association for students interested in business and marketing. DECA is co-curricular, meaning its mission is to provide opportunities to apply the knowledge and skills learned in the classroom. Participation in DECA helps build self-esteem as well as marketing competence through competitive events at the local, state, and international levels. Students also have the opportunity to develop leadership skills and participate in community service projects.

Class Rules and Procedures

- You should maintain a 3-ring binder with all homework, class notes, tests and quizzes, and additional materials.
- If you work on assignments from other classes during IB Business, the instructor will take up these materials and return to you at the end of the day.
- You are not allowed on computers unless instructed to do so. Printing is only allowed with instructor permission.
- Cell phones should be put away during class so you may concentrate on class activities and assignments.