

# **IB Standard Level Business Management Syllabus & Curriculum Outline**

**2019-2020**

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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 | -External environment |
| -Types of organizations              | -Growth and evolution |
| -Organizational objectives           |                       |
| -Stakeholders                        |                       |

### **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  | -Profitability and ratio analysis |
| -Costs and Revenues  | -Cash flow                        |
| -Break-even analysis | -Investment appraisal             |
| -Final accounts      |                                   |

### **Topic 4: Marketing**

- |                        |               |
|------------------------|---------------|
| -The role of marketing | -The four P's |
| -Marketing planning    | -E-commerce   |
| -Market research       |               |

## Topic 5: Operations Management

- The role of operations management
- Production methods
- Location

**Textbook:** IB Business and Management, by Paul Hoang; Kognity online textbook.

### **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 be available Tues and Wed after school or during IF.

### **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: 10 pts.

Two days late: 20 pts.

Three days late: 30 pts. **After 3 days: The highest grade you may obtain will be a 70.**

**Formative assignments submitted after the summative assignment: 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.

**NO extra credit assignments are offered.** IB Business and Management is a rigorous, college-level course and students are expected to complete all required assignments on time.

**Grading Calculations:**

**Non-EOCT Course Average** = 50% (1<sup>st</sup> Sem. Course Work) + 50% (2<sup>nd</sup> Sem. Course Work)

1<sup>st</sup> and 2<sup>nd</sup> 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

**Class Rules and Procedures**

- You should maintain all homework, class notes, tests and quizzes, and additional materials. You will need to refer to them as review.
- Students are encouraged to remove the distraction of your phone by placing in a separate bag (off your person).

**Dear Parents:**

Please read the syllabus carefully. IB Business and Management is a *rigorous*, fast-paced, college-level course with an above-average work load. Please make sure your son or daughter will be motivated to complete all required assignments by the due dates. The course is not designed for a student with an *average* work ethic. By signing below, you are indicating that you have reviewed the syllabus and have discussed the course requirements with your child.

Student Signature\_\_\_\_\_

Parent Signature \_\_\_\_\_

**Do you have a job related to business? Are you an entrepreneur? If you are in an occupation which relates to our curriculum, I invite you to speak to the class!**

Yes, I work in business and would enjoy speaking to the class regarding my job and/or area of experience.

Parent Name (Please print)\_\_\_\_\_

Job/Employer\_\_\_\_\_

Areas of Interest/Experience:\_\_\_\_\_

\_\_\_\_\_

Please return no later than August 9, 2019