

## **BUSINESS AND MANAGEMENT**

### Assessment Objectives

1. To demonstrate knowledge and understanding of business terminology, concepts, principles and theories.
2. To make business decisions by identifying the issues, selecting and interpreting data, applying appropriate tools and techniques, and recommending suitable solutions.
3. To analyse and evaluate business decisions using a variety of sources.
4. To evaluate business strategies and/or practices showing evidence of critical thinking.
5. To apply skills and knowledge learned in the subject to hypothetical and real business situations.

### Difference between Higher Level (HL) and Standard Level (SL)

1. 240 teaching hours for HL compared to 150 for SL.
2. Extra depth and breadth for HL topics.
3. More higher-order skills for HL.
4. Nature of Exam Papers.
5. Type of Internal Assessment.

### Syllabus Overview

#### A. January 2007 Intake Only

#### Higher Level Modules:

1. Introduction to organizations
2. The external environment
3. Marketing
4. Human Resource Management
5. Operations Management
6. Accounting and Finance

Standard Level Modules:

1. Introduction to organizations
2. Marketing
3. Human Resource Management
4. Accounting and Finance

B. June 2007 Intake (And subsequent intakes)

HL and SL Core Modules:

1. Business organization and environment
2. Human Resources
3. Accounts and Finance
4. Marketing
5. Operations Management

HL Only:

6. Business Strategy

The Business Strategy does not refer to any topic in particular. It is intended to provide a framework and overview for the students to think in an integrated way about the future strategy of an organization. These skills are particularly relevant when examining the case study and when researching for, and writing, the internal assessment components.

The purpose of the business strategy topic is not to add extra content to the course, but to collect business ideas, concepts and techniques, which will develop the skills that allow an informed decision to be made.

External and Internal Assessment

A. January 2007 Intake Only

Higher Level

External Assessment			Internal Assessment
	Paper 1	Paper 2	
Syllabus content	All six topics	All six topics	A Research Proposal (200-300 words) and a Written Report (1800 – 2000 words).
Method	Based on a case study issued in advance.  Section A – Four compulsory questions. Answer all <u>four</u> .  Section B – Two extended-response questions. Answer <u>one</u> .	Six data-response questions, each relating to the case study theme. Answer <u>four</u> .	
Weighting	40%	35%	25%
Time	2 hours	2 ½ hours	30 hours

Standard Level

External Assessment			Internal Assessment
	Paper 1	Paper 2	
Syllabus content	All four topics	All four topics	A Written Assignment (1000 – 1500 words).
Method	Based on a case study issued in advance.  <u>Four</u> compulsory questions.	Five data-response questions, each based on the four modules. Answer <u>three</u> .	
Weighting	40%	40%	20%
Time	1 ½ hours	1 ½ hours	15 hours

B. June 2007 Intake (And subsequent intakes)

Higher Level

External Assessment			Internal Assessment
	Paper 1	Paper 2	
Syllabus content	All six topics	All six topics	A Research Proposal (200-300 words) and an Action Plan (1500 – 1700 words). Total maximum of 2000 words.
Method	<p>Based on a case study issued in advance.</p> <p>Section A – Three structured questions. Answer <u>two</u>.</p> <p>Section B – Answer <u>one</u> compulsory question.</p> <p>Section A and B are common to both HL and SL students.</p> <p>Section C – One compulsory question focusing on strategic decision-making.</p>	<p>Section A - Two structured questions based on stimulus material with a quantitative element. Answer <u>one</u>.</p> <p>Section B – Three structured questions based on stimulus material. Answer <u>two</u>.</p>	
Weighting	40%	35%	25%
Time	2 ¼ hours	2 ¼ hours	30 hours

Standard Level

External Assessment			Internal Assessment
	Paper 1	Paper 2	
Syllabus content	All five topics	All five topics	A Written Commentary based on three to five supporting documents about a real issue. (maximum 1500 words).
Method	<p>Based on a case study issued in advance.</p> <p>Section A – Three structured questions. Answer <u>two</u>.</p> <p>Section B – Answer <u>one</u> compulsory question.</p> <p>Section A and B are common to both HL and SL students.</p>	<p>Section A - Two structured questions based on stimulus material with a quantitative element. Answer <u>one</u>.</p> <p>Section B – Three structured questions based on stimulus material. Answer <u>two</u>.</p>	
Weighting	35%	40%	25%
Time	1 ¼ hours	1 ¾ hours	15 hours

### Important Dates

Dates (2008)	Event
11 <sup>th</sup> – 22 <sup>nd</sup> February	Subject Evaluation 1
31 <sup>st</sup> March – 11 <sup>th</sup> April	Subject Evaluation 2
8 <sup>th</sup> May – 23 <sup>rd</sup> May	Mid-Year Exam
15 <sup>th</sup> July – 25 <sup>th</sup> July	Subject Evaluation 3
4 <sup>th</sup> August – 15 <sup>th</sup> August	IB Mock Exam
6 <sup>th</sup> October – 17 <sup>th</sup> October	Final Exam
2 <sup>nd</sup> November – 22 <sup>nd</sup> November	IB Exam

### Exemplars

The following are exemplars of IB students' work at Sri KDU.

1. SWOT Analysis of AMD – PowerPoint presentation by Jonathan and Khairul (January intake Business SL)
2. SWOT Analysis of Disney – PowerPoint presentation by Hanis, Nadzirah and Farah (June intake Business HL)
3. Market Map for mobile phones in Malaysia – Analysis by Yvonne Lai (January intake Business HL)
4. Using the latest business buzzwords – An exercise by Ahmad Syafiq (January intake Business HL)
5. BMW, A Mini Success – An assignment by Winson (January Intake Business SL)
6. Planning an extension – An assignment by Jonathan Mah (January intake Business SL)

### Resources:

1. AS Business Studies – Richard Thompson & Denry Machin (Collins). This is the main textbook.
2. Advanced Business Michael Fardon (Osborne Books) – optional reading.
3. Business Studies for AS – Peter Stimpson (Cambridge)
4. A wide range of general business books will soon be available in the Library.