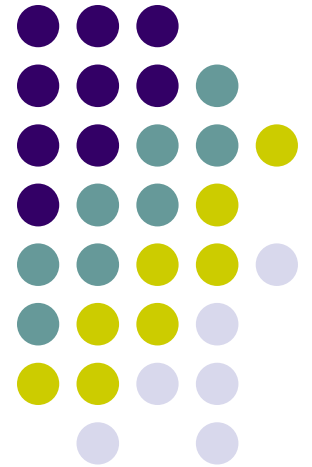
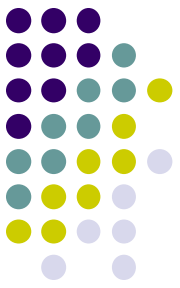


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# Business Management



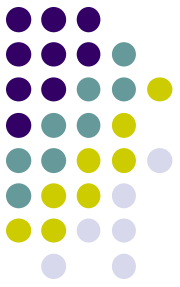
# What is Business Management?



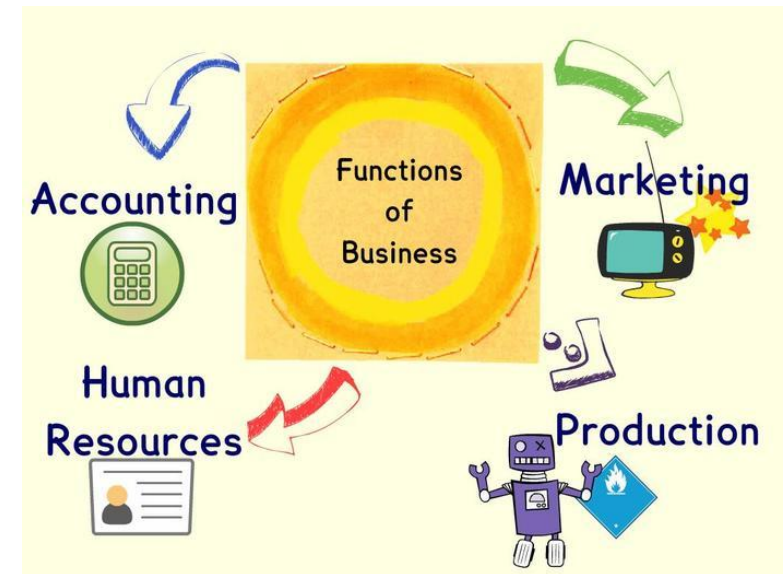
- It is a course that examines business decision-making processes and how these decisions affect internal and external environments.
- It is a study of both the way in which individuals and groups interact in an organization and of the use of resources.
- It is a popular, enjoyable and challenging course.



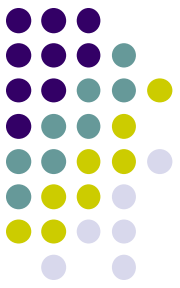
# Course description and aims



- The course covers the key characteristics of
  - Business organization and environment
  - Human resource management
  - Finance and accounting
  - Marketing
  - Operations management



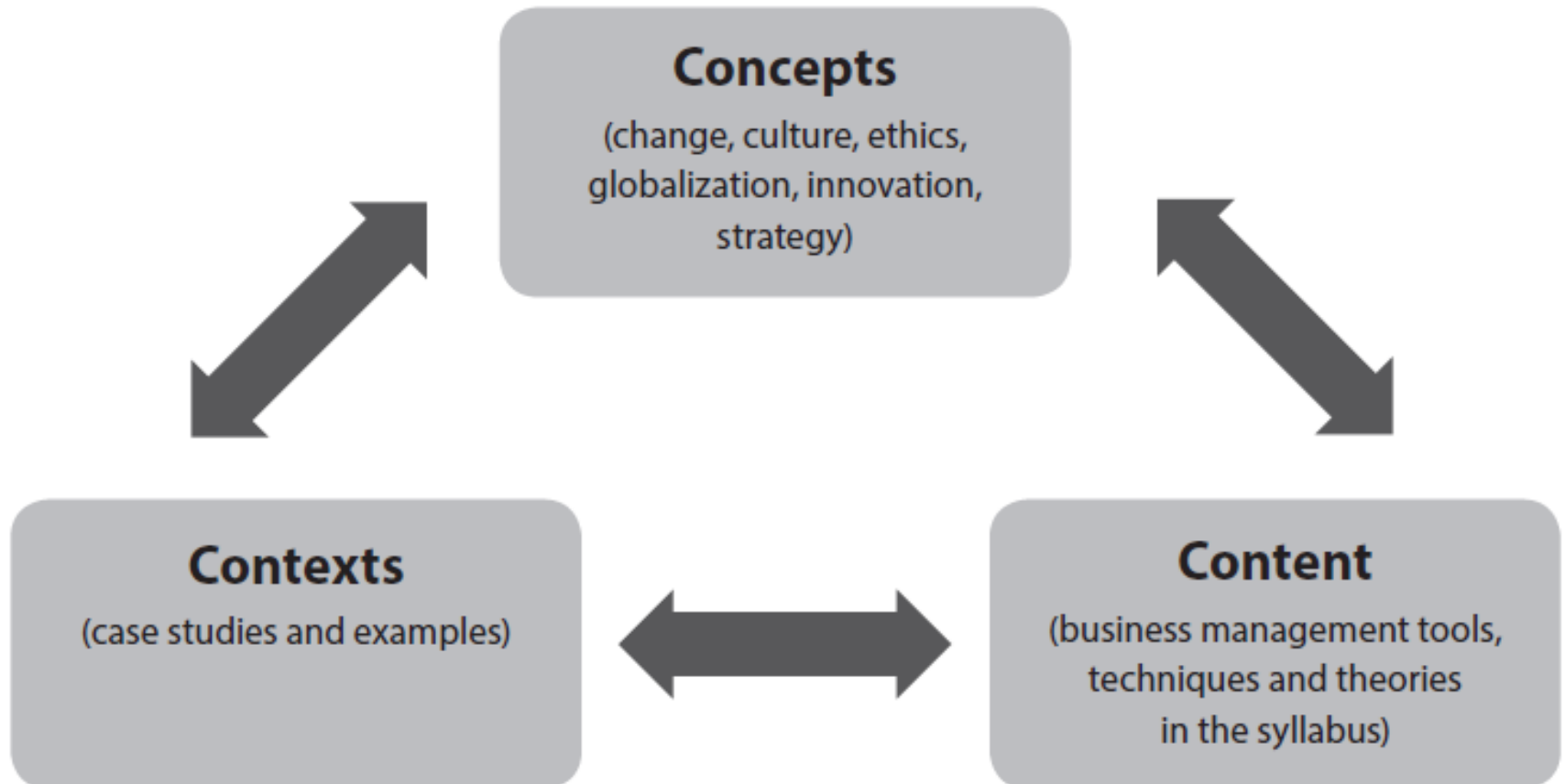
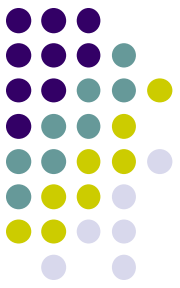
# Course description and aims



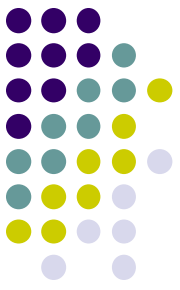
- Through the exploration of ***six underpinning concepts*** (change, culture, ethics, globalization, innovation and strategy), the course allows students to develop a holistic understanding of today's complex and dynamic business environment.
- Business management theories, tools and techniques are taught in the context of real world examples and case studies.



# The integrated relationships of concepts, content and contexts in business management



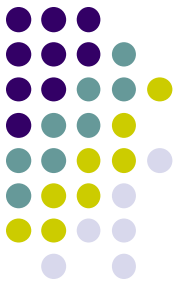
# Course description and aims



- The course encourages the appreciation of ethical concerns, at both a local and global level.
- It aims to develop relevant and transferable skills, including the ability to:
  - think critically;
  - make ethically sound and well-informed decisions;
  - appreciate the pace, nature and significance of change;
  - think strategically; and
  - undertake long-term planning, analysis and evaluation.
- The course also develops subject-specific skills, such as financial analysis.



# IB Assessment



## Internal assessment

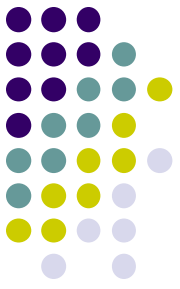
- It is a written commentary.
- Students study real world businesses.

## External assessment

- 2 papers (exams) in May

# Business Management

## – Final thoughts

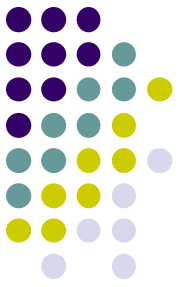


- This is an excellent choice for students interested in pursuing a business, accounting or social science post-secondary program.
- It also prepares students to become future leaders, managers and entrepreneurs.
- BBI10I/20I (Intro to Business) is recommended but not required



# Business Management

## – Course Codes



- If you are interested in this IB elective, please select:
  - BOH4MW and BBB4MW

# Business Management

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Thank you for your time.

Any questions?

