

IB Business Management



Introduction:

The IB Business Management course is an exciting program that explores the world of business with the aims of:

- Developing learners as confident, creative and compassionate business leaders, entrepreneurs, social entrepreneurs and as change agents.
- Fostering an informed understanding of ethical and sustainable business practices.
- Exploring the connections between individuals, businesses and society.
- Engaging students with decision-making as a process and a skill.

On the IB Business Management programme, we learn many of the key principles, models and tools that help us to understand how businesses work and then explore case studies to see how these concepts apply to real-world businesses.

The IB Business Management programme involves extensive discussions of key issues as this is the best way to promote many of the issues that the

Course structure:

The course is organised into five main units, each of which is broken into a number of smaller topics:

- **Unit 1:** Introduction to business management
- **Unit 2:** Human resource management
- **Unit 3:** Finance and accounts
- **Unit 4:** Marketing
- **Unit 5:** Operations management

Entry requirements:

- Grade 5+ in GCSE Maths **and** GCSE English Language or Literature

Careers:

A good grade in IB Business management can help to unlock a wide range of careers including:

- Accountant
- Business development manager
- Human resources officer
- Marketing executive
- Bank manager
- Estate agent
- Tax inspector
- Project manager
- Insurance underwriter
- Sales manager
- Business analyst
- Financial manager

Assessment:

Internal assessment (20%):

- Business research project – 1800-word research essay on a real-world business issue.

External assessment (20%):

- Paper 1, 1 h 30 m, (25%):
 - Questions based on an unseen case study.
- Paper 2, 1h 45 m, (30%):
 - Questions with a quantitative focus.
- Paper 3, 1 h 15 m, (25%):
 - Questions based on a social enterprise