



Teacher: Nicolas Lupien

Course Duration: September 2025 – May 2026

Welcome to IB Business Management

This course explores the dynamic world of business, focusing on how organizations operate, make decisions, and adapt in a global context. Students will develop analytical, strategic, and ethical thinking skills while applying their knowledge to real-world case studies and scenarios.

Course Overview

IB Business Management is divided into five core units and includes an Internal Assessment project. Each unit integrates theory with hands-on activities and case studies.

Unit 1: Business Organization and Environment

- **Topics:**
 - Types of business organizations
 - Mission, vision, and values
 - Stakeholders and shareholders
 - Growth strategies (SWOT and PESTLE Analysis)
- **Key Activities:**
 - Group presentations, debates, and case studies (e.g., Apple, Isaac's Way)
 - SWOT and PESTLE analyses
- **Skills Developed:** Strategic thinking, ethical awareness, and communication.

Unit 2: Human Resource Management

- **Topics:**
 - Organizational structure
 - Leadership and management styles
 - Motivation theories
- **Key Activities:**
 - Ethical role-play scenarios (e.g., hiring dilemmas)

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- Leadership style analysis and debates
- Motivation plan development
- **Skills Developed:** Leadership, collaboration, and ethical decision-making.

Unit 3: Finance and Accounts

- **Topics:**
 - Sources of finance
 - Financial statements and ratio analysis
 - Cash flow management and investment appraisal
- **Key Activities:**
 - Role-playing investors and analyzing financial health
 - Simulations for cash flow and investment decisions
- **Skills Developed:** Financial literacy, analytical thinking, and problem-solving.

Unit 4: Marketing

- **Topics:**
 - Marketing planning and the marketing mix
 - Market research and growth strategies (Ansoff Matrix, BCG Matrix)
 - Brand management and product lifecycle analysis
- **Key Activities:**
 - Developing marketing strategies for case studies (e.g., Nike, McDonald's in India)
 - Simulations and debates on niche vs. mass marketing
 - Marketing project using real-world data
- **Skills Developed:** Creativity, research, and strategic planning.

Unit 5: Operations Management

- **Topics:**
 - Production methods and supply chain management
 - Location decisions and production planning

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- **Key Activities:**
 - Operations process mapping and production simulations
 - Case studies on companies like McDonald's and Zara
 - **Skills Developed:** Organizational skills and understanding global operations.
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Assessments

1. **Internal Assessment (IA):**
 - A research-based project analyzing a real business issue.
 - **Stages:**
 - Proposal and research plan development.
 - Use of business tools (e.g., SWOT, STEEPLE) for analysis.
 - Structured argumentation and recommendations.
 - **Timeline:** Introduced in the first month; completed in mid-March.
 2. **Summative Assessments:**
 - End-of-unit assessments with a mix of multiple-choice, short-answer, and essay questions.
 3. **Formative Assessments:**
 - Role-plays, case studies, and debates to reinforce learning.
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Resources

- **Digital Tools:** MS Suite, ThinkIB, YouTube, and web research tools.
 - **Case Studies:** Real-world examples from companies like Apple, Patagonia, Zappos, and McDonald's.
 - **Simulations:** Interactive activities on topics like cash flow management, production planning, and investment appraisal.
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Skill Development

IB Business Management emphasizes:

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- **Critical Thinking:** Evaluating complex business scenarios and ethical dilemmas.
 - **Research Skills:** Conducting market research and analyzing business data.
 - **Communication:** Presenting ideas effectively and participating in debates.
 - **International Mindedness:** Understanding global business dynamics and cultural influences.
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Why Study IB Business Management?

This course prepares students to navigate the business world, make informed decisions, and solve problems innovatively. Whether pursuing business studies or a related field, IB Business Management provides a strong foundation for future success.