

My Sixth Form Transition Task



Name:

Subject: IB Business Management

This year I will be studying...

UNIT OF WORK	Learning Aims
Unit 1: Business organization and environment	1.1 Introduction to business management 1.2 Types of organizations 1.3 Organizational objectives 1.4 Stakeholders 1.5 External environment 1.6 Growth and evolution 1.7 Organizational planning tools (HL only)
Unit 2: Human resource management	2.1 Functions and evolution of human resource management 2.2 Organizational structure 2.3 Leadership and management 2.4 Motivation 2.5 Organizational (corporate) culture (HL only) 2.6 Industrial/employee relations (HL only)
Unit 3: Finance and accounts	3.1 Sources of finance 3.2 Costs and revenues 3.3 Break-even analysis 3.4 Final accounts (some HL only) 3.5 Profitability and liquidity ratio analysis 3.6 Efficiency ratio analysis (HL only) 3.7 Cash flow 3.8 Investment appraisal (some HL only) 3.9 Budgets (HL only)
Unit 4: Marketing	4.1 The role of marketing 4.2 Marketing planning (including introduction to the four Ps) 4.3 Sales forecasting (HL only) 4.4 Market research 4.5 The four Ps (product, price, promotion, place) 4.6 The extended marketing mix of seven Ps (HL only) 4.7 International marketing (HL only) 4.8 E-commerce
Unit 5: Operations management	5.1 The role of operations management 5.2 Production methods 5.3 Lean production and quality management (HL only) 5.4 Location 5.5 Production planning (HL only) 5.6 Research and development (HL only) 5.7 Crisis management and contingency planning (HL only)

My exam/coursework will look like...

Examination based on Units 1-5 above	External examination. Two papers weighted 30% and 45%
Internally assessed Written Work	Students produce a written commentary based on three to five supporting documents about a real issue or problem facing a particular organization. Maximum 1500 words. (25 marks) 25%

I will be assessed on...

Demonstrate knowledge and understanding of:

- the business management tools, techniques and theories specified in the syllabus content
- the six concepts that underpin the subject
- real-world business problems, issues and decisions

Demonstrate application and analysis of:

- knowledge and skills to a variety of real-world and fictional business situations
- business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts

Demonstrate synthesis and evaluation of:

- Business strategies and practices, showing evidence of critical thinking
- Business decisions

Demonstrate a variety of appropriate skills to:

- produce well-structured written material using business terminology
- select and use quantitative and qualitative business tools, techniques and methods
- select and use business material, from a range of primary and secondary sources.

Task

Choose a well known company e.g. Sainsbury, Marks & Spencer, Amazon etc. Research their CSR (corporate, social Responsibility) Policy - make a series of notes about what you consider the most important parts are of that policy. Give an explanation as to why they are the most important and make a recommendation of how they could improve/add to their policy. This can be completed as a short essay or a PowerPoint presentation.