

Scheme Of Work L6IB Business Management 2017-2018

Date	Topic	Content	Resources and videos	Key concepts and terms	TOK	REFERENCES			
	<b>Books and Resources</b>	Core Textbook: OUP, Smith, Business Management Exam Preparation Guide CUP		Alternative textbooks: Stimpson and Smith Business Management for the IB diploma CUP; Smith, Business Management Exam Preparation Guide CUP	<a href="http://tutor2u.com">tutor2u.com</a> has a wide range of resources including a glossary, revision presentations and an up to date blog	VLE, Video Clips Library			
11 Sept									
	Introduction to IB Business	Introduction to the course, course outline, assessment, resources, expectations							
	Business organisation and environment ETHICS	The role of businesses in combining human, physical and financial resources to create goods and services; The main business functions and their roles: human resources finance and accounts marketing operations AO2 Primary, secondary, tertiary and quaternary sectors, The nature of business activity in each sector and the impact of sectoral change on business activity AO2	Busy Bee Business Functions VCL, The Three sectors of the economy VCL IB BusMan 1.1 and 1.1A VCL Industrialisation and deindustrialisation on VCL Factors of production VCL	Business, consumer goods and services, capital goods, land, labour, capital, enterprise, input, output, capital intensive, labour intensive, adding value, factors of production, Human Resources, finance, accounts, marketing, operations, business functions, interdependent Primary, secondary, tertiary, quaternary, industrialisation, deindustrialisation,	Are business sector timeless? Have they always existed or are they specific to certain historic periods?	Unit 1.1 Introduction to Business Management Lomine; Unit 1.1 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
	Transition Test								
18 Sept									
	Starting a business	The role of entrepreneurship (and entrepreneur) and intrapreneurship (and intrapreneur) in overall business activity (AO3) Reasons for starting up a business or an enterprise; (AO2) Common steps in the process of starting up a business or an enterprise; Problems that a new business or enterprise may face (AO2)	<b>Activity:</b> Entrepreneur cards. <b>Starter:</b> Sean's powerboat There are 27 enterprise videos on the VCL	Entrepreneur, intrapreneur, innovative, characteristics, motives, risk, reward, Own boss, rewards, independence, necessity, challenge, finding a gap, multi skilled Business idea, legal requirements, testing the market. Employment creation, economic growth, technological change, survival, finance, competition, record keeping, working capital, customer base	To what extent do intuition, imagination and reason factor into the decision to set up a new business? Or The entrepreneurial instinct profoundly reveals that exceptional success has more to do with thoughtful risk taking and agility than school pedigree, IQ and even decades of experience.	Unit 1.1 Introduction to Business Management Lomine; Unit 1.1 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
	Business plan	The elements of a business plan AO2, importance, users of business plans	Elements of a business plan VCL How to write a business plan VCL	Business idea, aims and objectives. Business organisation, unique selling point, cash flow forecast,	Fear keeps us small but following your instinct with stamina and passion can lead to greatness" Ajay Banga. President and CEO of MasterCard. What does Ajay's statement tell us about the importance of sense perception when making business decisions?				
25 Sept									
	CULTURE, ETHICS	Distinction between the private and the public sectors AO2	Business sectors VCL	Public sector, private sector, mixed economy, free market economy, command economy, privatisation, nationalisation, public corporation	Payday lenders Public and private sector	Unit 1.1			
	Types of business organisation	The main features of the following types of for-profit (commercial) organizations: sole traders partnerships	What types of business is this? VCL	Sole trader, partnership, limited liability, continuity, sleeping partner, Unlimited liability,		Unit 1.2 Types of Business organisations Lomine Unit 1.2 Stimpson and Smith Unit 1.1 Introduction to Business Management Core test; also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
TEST WEEK									
2 Oct									
	Types of business organisation	The main features of the following types of for-profit (commercial) organizations: companies/corporations Ltds/PLcs. MNCs AO3	STARTER: French TxCell going public	limited liability, share, shareholders, separate legal entity, continuity, divorce between ownership and control, private limited company, public limited company, stock exchange,, AGM, dividends, going public,		Unit 1.2 Types of Business organisations Lomine; Unit 1.2 Stimpson and Smith Unit 1.1 Introduction to Business Management Core test; also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
		The main features of the following types of for-profit social enterprises: cooperatives ; microfinance providers , public-private partnerships (PPP) AO3		Social enterprise, triple bottom line, Cooperative, micro finance, Public private partnership, private finance initiative. Financial copopaerative, housing cooperative, workers cooperative, producer cooperative, consumer cooperative, surplus	Is the label social enterprise appropriate? Can a business be separated from a profit motive? Can any business be separated from a social purpose?	Unit 1.2			

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	<b>Books and Resources</b>	Core Textbook: OUP, Smith, Business Management Exam Preparation Guide CUP		Alternative textbooks: Stimpson and Smith Business Management for the IB diploma CUP; Smith, Business Management Exam Preparation Guide CUP	tutor2u.com has a wide range of resources including a glossary, revision presentations and an up to date blog	VLE, Video Clips Library			
		The main features of the following types of non-profit social enterprises: non-governmental organizations (NGOs) charities AO3		Not for profit, surplus, NGO, charity, philanthropic, lobbying, socially undesirable	Medecins Sans Frontières	Unit 1.2			
9 Oct									
STRATEGY	Vision and Mission, Aims and objects	Vision statement and mission statement Aims, objectives, strategies and tactics, and their relationships AO3	<b>STARTER:</b> Siemens strategy for higher profitability <b>ACTIVITY:</b> On a mission	Aims, objectives, corporate aims, operational objective, smart objectives, strategy, tactic, smart objective, operational objective, hierarchy of objectives, business strategy, profit maximisation, profit satisficing, growth, market share, survival, sales revenue, shareholder value, Vision statement, mission statement, values	Big Tobacco in Africa p50; Futurists or futurologists are regularly wrong. In light of the unpredictability of the future, to what degree is planning for the future good use or a misuse of business resources	Unit 1.3 Organisational objectives Lomine; Unit 1.3 Stimpson and Smith Unit 1.1 Introduction to Business Management also VLE notes, Video clips library, and tutor2u.com			
CHANGE	Changing objectives	The need for organizations to change objectives and innovate in response to changes in internal and external environments AO3			Hewlett Packard loses it way				
16 Oct									
ETHICS	Ethical objectives and CSR	Ethical objectives and corporate social responsibility (CSR), AO1 The reasons why organizations set ethical objectives and the impact of implementing them AO3 The evolving role and nature of CSR AO3	<b>ACTIVITY</b> The only way is ethics	Ethics, ethical code, corporate social responsibility, stakeholders, corporate strategy, social audit, corporate culture,	What needs to be true for ethical objectives to contribute to good strategy? What needs to be true for business strategy to be ethically laudable?	Unit 1.3			
	SWOT	SWOT analysis of a given organization AO3, AO4	<b>ACTIVITY:</b> UBER	SWOT analysis, strength, weakness, opportunity, threat, patent, patent infringement, growth strategies,	Is business decision-making art or science?	Unit 1.3			
ASSESSMENT WEEK									
30 Oct									
	SWOT	SWOT analysis of a given organization AO3, AO4		SWOT analysis, strength, weakness, opportunity, threat, patent, patent infringement, growth strategies,	Is business decision-making art or science?	Unit 1.3			
	Ansoff	Ansoff matrix for different growth strategies of a given organization AO3, AO4	<b>ACTIVITY:</b> Kinaesthetic Ansoff; Get up and group	Ansoff's matrix, market penetration, market development, product development, diversification, market segment	Long before business tools such as SWOT analysis and the Ansoff matrix existed, businesses operated successfully. Do these tools add value? To what degree, if any do they obscure rather than clarify?	Unit 1.3			
HL lessons	HL demands								
6 Nov									
ETHICS, GLOBALISATION	Stakeholders	The interests of internal stakeholders AO2 The interests of external stakeholders AO2 Possible areas of mutual benefit and conflict between stakeholders' interests AO3	<b>STARTER:</b> Tata Nano <b>ACTIVITY;</b> The cost less stakeholder grid	Stakeholder, internal, external, stakeholder conflict, shareholder, competitor	The fall of Stanford Financial group; Imperial Tobacco to close factories in the UK and France	Unit 1.4 Stakeholders Lomine; Unit 1.4 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
ETHICS, GLOBALISATION, INNOVATION	STEEPLE	STEEPLE analysis of a given organization Consequences of a change in any of the STEEPLE factors for a business's objectives and strategy AO3/4	<b>STARTER:</b> External environment p71	Social, technological, economic, environmental, politics, legal, ethical, economic growth, unemployment, exchange rate, ageing population, competitive advantage, outsourcing and offshoring CAD, CAM, CIM, fiscal policy, inflation, cost push inflation, demand pull inflation, business cycle, interest rates, employment law, consumer protection, competition policy,	To what degree are businesses limited in how much they can know about the external environment?	Unit 1.5 External environment; Lomine; Unit 1.5 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
HL lessons	Fishbone Diagram					1.7			
13 Nov									
ETHICS, GLOBALISATION, INNOVATION	STEEPLE	STEEPLE analysis of a given organization Consequences of a change in any of the STEEPLE factors for a business's objectives and strategy AO3/4		Social, technological, economic, environmental, politics, legal, ethical, economic growth, unemployment, exchange rate, ageing population, competitive advantage, outsourcing and offshoring CAD, CAM, CIM, fiscal policy, inflation, cost push inflation, demand pull inflation, business cycle, interest rates, employment law, consumer protection, competition policy,	Alternative energy p83,	Unit 1.5 External environment; Lomine; Unit 1.5 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
HL lessons	Decision Trees					1.7			
TEST WEEK									

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20 Nov									
	ETHICS, GLOBALISATION, INNOVATION	Business growth	Economies and diseconomies of scale AO2, The merits of small versus large organizations AO2	<b>ACTIVITY:</b> Dog and bone	Scale of operations, Economies of scale, Diseconomies of scale, purchasing economies, technical economies, financial economies, marketing economies, managerial economies, alienation, corodination, unit costs, total cost, fixed cost, variable cost, , average cost, Small business, micro business, law of variable proportions, socialisation, risk, bulk buying, hedging their bet, high end products	Bigger is better p 93	Unit 1.6 Growth and evolution Lomine; Unit 1.6 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a> Unit 1.6		
			The difference between internal and external growth, The following external growth AO2 methods: mergers and acquisitions (M&As) and takeovers joint ventures strategic alliances franchising AO3	<b>STARTER:</b> Chinese giant takes over Smithfield; <b>ACTIVITY:</b> Business growth roll of the dice	Internal growth, external growth, horizontal, vertical backwards, vertical forwards, diversification. Conglomerate integration, Merger, acquisition, takeover, hostile, joint venture, strategic alliance, franchising group, franchise, franchisor, franchisee, royalty fee	Facebook buys instgram,	Unit 1.6		
HL lessons	Force Field Analysis						1.7		
27 Nov									
		Globalisation	The role and impact of globalization on the growth and evolution of businesses AO3	<b>ACTIVITY:</b> Global Pursuits	Globalisation, free trade, protection, brand awareness, use, skills transfer	How can we evaluate the benefits and drawbacks of globalisation, given the multitude of stakeholders it influences?	Unit 1.6		
		Multinationals	Reasons for the growth of multinational companies (MNCs) AO3 The impact of MNCs on the host countries AO3		Multinational, home country, host country, trade barrier, infrastructure, cultural identity, brain drain	How do assumptions about what a business is and how a business works vary by industry and location, and what implications does this have for business actors?	Unit 1.6		
HL lessons	Gantt Charts					If businesses is a human enterprise, is it possible to quantify (express in numerate form) various business scenarios.? What role should human methods, such as intuition, emotion, and hunches play in business decision making?	1.7		
4 Dec									
	CHANGE. INNOVATION	Finance	Role of finance for businesses: capital expenditure revenue expenditure AO2	<b>STARTER:</b> Two businesses p225	Start up capital, working capital, capital expenditure, revenue expenditure,		Unit 3.1 Sources of finance Lomine; Unit 3.1 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>		
		Sources of finance	The following internal sources of finance: personal funds (for sole traders) retained profit sale of assets AO2 The following external sources of finance: share capital loan capital overdrafts trade credit grants subsidies debt factoring leasing venture capital business angels AO2. Short, medium and long-term finance AO1 The appropriateness, advantages and disadvantages of sources of finance for a given situation AO3	<b>ACTIVITY:</b> Sources of finance snap	internal finance,, retained profits, sale of assets, liquidity, short term finance,, external finance, overdraft, trade credit, debt factoring, medium term finance, hire purchase, leasing, long term finance, equity finance, debt finance, long term loan, debentures, sale of shares, rights issue, grants, venture capital, business angel, subsidies, Microfinance				
HL lessons	REVIEW								
11 Dec									
		REVIEW and ASSESSMENT WEEK							
		HL assessment and review							
8 Jan									

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	<b>Books and Resources</b>	Core Textbook: OUP, Smith, Business Management Exam Preparation Guide CUP		Alternative textbooks: Stimpson and Smith Business Management for the IB diploma CUP; Smith, Business Management Exam Preparation Guide CUP	<a href="http://tutor2u.com">tutor2u.com</a> has a wide range of resources including a glossary, revision presentations and an up to date blog	VLE, Video Clips Library			
	Costs and Revenues	The following types of cost, using examples: fixed variable semi-variable direct indirect/overhead AO2 Total revenue and revenue streams, using examples AO2	<b>STARTER:</b> Cutting costs to increase profit	Costs, direct costs, indirect costs, variable costs, fixed costs, semi variable costs, Revenue, total revenue, revenue stream, profit	Vodka reigns supreme p 245	Unit 3.2 Costs and revenues Lomine; Unit 3.2 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
CHANGE. INNOVATION	Contribution and Breakeven	Total contribution versus contribution per unit AO3 A break-even chart		Contribution, total contribution, Breakeven, margin of safety, target profit		Unit 3.3 Breakeven Lomine; Unit 3.3 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Depreciation					3.4			
15 Jan									
	Contribution and Breakeven, Changes in breakeven, limitations	Total contribution versus contribution per unit AO3 A break-even chart and the following aspects of break-even analysis: break-even quantity/point profit or loss margin of safety target profit output target price AO2 and AO4; The effects of changes in price or cost on the break-even quantity, profit and margin of safety, using graphical and quantitative methods AO2 and AO4, The benefits and limitations of break-even analysis AO3	<b>STARTER:</b> Burj Dubai Tower sets records and makes profits; <b>ACTIVITY:</b> Breakeven roll of the dice	Contribution, total contribution, Breakeven, margin of safety, target profit	Apple's iPhone p 255	Unit 3.3 Breakeven Lomine; Unit 3.3 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Budgeting					3.9			
22 Jan									
ETHICS, STRATEGY	Accounts	The purpose of accounts to different stakeholders AO3 The principles and ethics of accounting practice AO3	<b>STARTER</b> Sky's the limit for satellite dishes	Accounts, window dressing, depreciation, assets, liabilities, integrity, objectivity, confidentiality	Do financial statements reflect the "truth" about a business?	Unit 3.4 Final accounts Lomine Unit 3.4 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
		Final accounts: profit and loss account balance sheet AO2 AO4 Different types of intangible assets AO1	<b>ACTIVITY:</b> Hot stuff accounts and ratio blast, the Accountant, Miller	Gross profit, sales revenue, cost of sales, operating profit, profit after tax, dividends, retained profit, trading account, appropriation account, low quality profit, high quality profit, balance sheet, shareholders equity, share capital, fixed assets, current assets, current liabilities, non current liabilities, net assets, capital employed, debtors, creditors, Intangible assets, goodwill, intellectual property, market value	Often, financial information is presented to the wider audience in a graphical or summary form. Do such simplifying presentations limit our knowledge of accounts?				
	Budgeting					3.9			
29 Jan									
	Ratios	The following profitability and efficiency ratios: gross profit margin net profit margin ROCE AO2 AO4 The following liquidity ratios: current acid-test/quick AO2 AO4 Possible strategies to improve these ratios AO3	<b>STARTER:</b> Comparing the accounts of the cola giants	Profitability ratio, liquidity ratio, financial efficiency ratio, Gross profit margin, net profit margin, ROCE, current ratio, acid test ratio, liquid assets	Apple's shares p 284, What is the role of interpretation in accounting? For example, could we compare businesses by just looking at their financial statements? Does the accounting process allow for imagination?	Unit 3.5 Profitability and liquidity ratios Lomine; Unit 3.5 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Ratios					3.6			
5 Feb									
CHANGE	Cash flow	The difference between profit and cash flow AO2, The working capital cycle AO2, Cash flow forecasts AO2 AO4, The relationship between investment, profit and cash flow AO3 The following strategies for dealing with cash flow problems: reducing cash outflow improving cash inflows looking for additional finance AO3	<b>ACTIVITY:</b> A day in the life; Kinaesthetic cash flow. <b>STARTER</b> Asian glasses run out of cash p 298	Liquidation, insolvent, net cash flow, cash inflow, cash outflow, working capital cycle, cash flow forecast. Net monthly cash flow, opening cash balance, closing cash balance, credit control, bad debt, overtrading	HMV calls in administrators p 310	Unit 3.7 Cash flow Lomine Unit 3.7 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Ratios					3.6			
	ASSESSMENT WEEK								

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12 Feb									
INNOVATION, STRATEGY	Investment	Investment opportunities using payback period and average rate of return (ARR) AO3 AO4 Investment opportunities using net present value (NPV) AO3 AO4	<b>ACTIVITY:</b> Uncle Wong's big decision: <b>STARTER:</b> Glasgow NHS p 312	Investment appraisal, payback, average rate of return, net present value, discounted cash flow	How certain is the information we get from financial statements? For example, could we know in advance if an investment will be successful? The HS2 project, Many businesses are introducing metrics about their environmental, social or ethical performance on the side of financial information. Can well-being, or other social variables, be measured? Accounting practices vary from country to country. Is this necessary, or is it possible to have the same accounting practices everywhere?	Unit 3.8 Investment Appraisal, Lomine Unit 3.8 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
CHANGE (Sales Forecasting) ETHICS	MARKETING	Marketing and its relationship with other business functions AO1; The differences between marketing of goods and marketing of services, Market orientation versus product orientation AO2 The difference between commercial marketing and social marketing AO2 Characteristics of the market in which an organization operates AO1. Market share, The importance of market share and market leadership AO3	<b>STARTER:</b> Mcdonalds the role of marketing	Marketing, marketing budget, market size, market share, competition, differentiated, homogeneous, segmentation, ease of entry, target marketing, mass marketing, perceived value, market orientation, product orientation, social marketing, market leadership,	Cigarette market on fire	Unit 4.1 The role of marketing Lomine; Unit 4.1 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Sales Forecasting					4.3			
26 Feb									
CHANGE (Sales Forecasting) ETHICS	MARKETING	Marketing and its relationship with other business functions AO1; The differences between marketing of goods and marketing of services, Market orientation versus product orientation AO2 The difference between commercial marketing and social marketing AO2 Characteristics of the market in which an organization operates AO1. Market share, The importance of market share and market leadership AO3		Marketing, marketing budget, market size, market share, competition, differentiated, homogeneous, segmentation, ease of entry, target marketing, mass marketing, perceived value, market orientation, product orientation, social marketing, market leadership,		Unit 4.1 The role of marketing Lomine; Unit 4.1 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Sales Forecasting					4.3			
	TEST WEEK								
5 Mar									
	Marketing objectives and strategy	Marketing objectives and strategy. How innovation, ethical considerations and cultural differences may influence marketing practices and strategies in an organization AO3 The marketing objectives of for-profit organizations and non-profit organizations AO3 How marketing strategies evolve as a response to changes in customer preferences AO3 How innovation, ethical considerations and cultural differences may influence marketing practices and strategies in an organization AO3 How innovation, ethical considerations and cultural differences may influence marketing practices and strategies in an organization AO3 The marketing objectives of for-profit organizations and non-profit organizations AO3 How marketing strategies evolve as a response to changes in customer preferences AO3 How innovation, ethical considerations and cultural differences may influence marketing practices and strategies in an organization AO3	<b>STARTER:</b> Nintendo p 369	Marketing objectives, marketing strategies,	Prediction p 377	Unit 4.2 Marketing planning, Lomine Unit 4.2 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			

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CHANGE, CULTURE	Marketing planning	The elements of a marketing plan AO1 The role of marketing planning AO2	<b>STARTER:</b> Marketing planning for the iPhone pays off p 355	Marketing planning		Unit 4.2			
	Internal assessment								
12 Mar									
CULTURE, GLOBALISATION(international Marketing)	Marketing mix	The four Ps of the marketing mix AO2 An appropriate marketing mix for a particular product or business AO2, AO4		Marketing mix	Global knowledge issues in marketing a school p 359	Unit 4.5 The four Ps Lomine; Unit 4.5 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
	Targeting and segmentation	The difference between target markets and market segments AO2 Possible target markets and market segments in a given situation AO4		Market segment, target market, Market segmentation, consumer profile, demographic, psychographic,		Unit 4.2			
	Niche and mass markets	The difference between niche market and mass market AO2How organizations target and segment their market and create consumer profiles AO2		niche marketing, mass marketing		Unit 4.2			
	7 Ps					4.6			
19 Mar									
	Market mapping	A product position map/ perception map AO2 AO4 The importance of having a unique selling point/proposition (USP) AO2 How organizations can differentiate themselves and their products from competitors AO3	<b>ACTIVITY:</b> Marketing map	Product position map, perception map, USP,		Unit 4.2			
	ASSESSMENT WEEK								
	HL assessment and review								
16 April									
CHANGE, INNOVATION, STRATEGY	Market research	Why and how organizations carry out market research AO2 The following methods/ techniques of primary market research: surveys interviews focus groups observations AO2 AO2 The following methods/techniques of secondary market research: market analyses academic journals government publications media articles AO2 Ethical considerations of market research AO3 The difference between qualitative and quantitative research AO2	<b>STARTER:</b> Proctor and Gamble p 378	Market research, primary research, secondary research, qualitative research, quantitative research, survey, open questions, closed questions, questionnaire, focus group, observation, test marketing, product trial, marketing intelligence,	New Coke p 383	Unit 4.4 Market research; Lomine Unit 4.4 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
		The following methods of sampling: quota random stratified cluster snowballing convenience AO2 Results from data collectionAO2		Sample, sampling, sample size, sampling error, quota sampling, random sampling, stratified sampling, cluster sampling, snowball sampling, convenience sampling		Unit 4.4			
	7 PS					4.6			
23 April									
	Product	The product life cycle AO4 The relationship between the product life cycle and the marketing mix AO2 Extension strategies AO3 The relationship between the product life cycle, investment, profit and cash flow AO2	<b>STARTER:</b> Global brands and social media p 396	Product. Fast moving consumer good, consumer durable, product life cycle, Maturity, saturation, extension b	Three technological product failures in 2013 p 405	Unit 4.5 Lomine; Unit 4.5 Stimpson and Smith also VLE notes, Video clips library, and <a href="http://tutor2u.com">tutor2u.com</a>			
		Boston Consulting Group (BCG) matrix on an organization's products AO3 AO4		Boston Matrix, Cash cow, star, problem child, dog,		Unit 4.5			

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	Branding	The following aspects of branding: awareness development loyalty value AO3, The importance of branding AO3		Brand, brand loyalty, brand awareness, brand development, brand equity, family branding, product branding, company branding, own label branding manufactures brand, packaging		Unit 4.5			
	7 Ps					4.6			
30 April									
	PRICE	The appropriateness of the following pricing strategies: cost-plus (mark-up) penetration skimming psychological loss leader price discrimination price leadership predatory AO3	<b>ACTIVITY:</b> Price Hike	Cost plus pricing, penetration pricing, market skimming, psychological pricing, loss leader, price discrimination, promotional pricing, price leadership, predatory pricing,		Unit 4.5			
	HL Test and review								
	TEST WEEK								
7 May									
	PRICE	The appropriateness of the following pricing strategies: cost-plus (mark-up) penetration skimming psychological loss leader price discrimination price leadership predatory AO3		Cost plus pricing, penetration pricing, market skimming, psychological pricing, loss leader, price discrimination, promotional pricing, price leadership, predatory pricing,		Unit 4.5			
	PROMOTION	The following aspects of promotion: above the line promotion below the line promotion promotional mix AO2		Promotion, above the line, below the line, advertising, sales promotion, promotion mix, internet marketing, viral marketing,		Unit 4.5			
		The impact of changing technology on promotional strategies (such as viral marketing, social media marketing and social networking) AO3				Unit 4.5			
	International Marketing					4.7			
14 May									
		Guerrilla marketing and its effectiveness as a promotional method AO3		Guerilla marketing		Unit 4.5			
		Internal Assessment				Unit 4.5			
	International Marketing					4.7			
21 May									
	PLACE	The importance of place in the marketing mix AO2 The effectiveness of different types of distribution channels AO3		Place, distribution, channels of distribution, wholesaler, retailer, agent, intermediary					
GLOBALISATION	Ecommerce	Features of e-commerce AO1 The effects of changing technology and e-commerce on the marketing mix AO2 The difference between the following types of e-commerce: business to business (B2B) business to consumer (B2C) consumer to consumer (C2C) AO2 The costs and benefits of e-commerce to firms and consumers AO3	<b>STARTER:</b> Ecommerce the future for India	Ecommerce, global reach, ubiquity, Business to business, business to consumer, consumer to consumer,	Buying groceries p 455	Unit 4.8 Lomine; Unit 4.8 Stimpson and Smith also VLE notes, Video clips library, and tutor2u.com			
	HL assessment and review								
	ASSESSMENT WEEK								
4 Jun									
		Revision programme							
11 Jun									
		Revision programme							
18 Jun									
		Revision programme							
25 Jun									

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<b>Date</b>	<b>Topic</b>	<b>Content</b>	<b>Resources and videos</b>	<b>Key concepts and terms</b>	<b>TOK</b>	<b>REFERENCES</b>			
	EXAM WEEK								
		Internal Assessment							

Higher Level Scheme of work

<b>Business Activity</b>	Higher level skills applied to current topics				
	The following planning tools in a given situation: fishbone diagram decision tree force field analysis Gantt chart, The value to an organization of these planning tools	Building a new bridge as a starter	Organisational planning, projects, project management, fishbone diagram, decision tree, expected value, forcefield analysis, gantt chart	How do assumptions about what a business is and how a business works vary by industry and location, and what implications does this have for business actors? Decision trees 110	STRATEGY Planning tools
	Introduction to the Internal Assessment				
<b>FINANCE</b>	Depreciation using the following methods: straight line method reducing/declining balance method; The strengths and weaknesses of each method		Depreciation, straight line, reducing balance, obsolescence,		
	The following further efficiency ratios: inventory/stock turnover debtor days creditor days gearing ratio; further efficiency ratios: AO2 AO4 Possible strategies to improve these ratios AO3	Comparing the efficiency of the coal giants	Efficiency ratio, inventory (stock) turnover, debtor days, creditor days, gearing ratio	Performance p 295	
	The importance of budgets for organizations AO2, The difference between cost and profit centres, The roles of cost and profit centres AO2, Variances, The role of budgets and variances in strategic planning AO2 AO4	Anglo American p 326	Budget, budget holder, budgeting, delegated budget, incremental budgeting, zero based budgeting, cost centre, profit centre, variance analysis, favourable variance, adverse variance, budgetary control	Budgeting and human nature 329	
	Higher level skills applied to current topics				
<b>MARKETING</b>	Up to four-part moving average, sales trends and forecast (including seasonal, cyclical and random variation) using given data AO4 The benefits and limitations of sales forecasting AO3		Sales forecasting, extrapolation, moving average, seasonal variation, cyclical variation, random variation, trend, moving average	Prediction	
	The seven Ps model in a service-based market The importance of employee– customer relationships in marketing a service and cultural variation in these relationships. The importance of delivery processes in marketing mix a service and changes in these processes The importance of tangible physical evidence in marketing a service	EE proves customer service	People, process, physical evidence, intangible products, tangible products	Amazon	
	Methods of entry into international markets ,The opportunities and threats posed by entry into international markets. The strategic and operational implications of international marketing; The role of cultural differences in international marketing; The implications of globalization on international marketing	Ikea	Exporting, international franchising, joint venture, licensing, direct investment, pan global marketing, glocalisation, cultural differences	Mattel in China o 446	A
	Higher level skills applied to current topics				