



**SAINT GEORGE
SCHOOL**
FOUNDED 1965



Porfirio Herrera No. 6, Ensanche Piantini.
Santo Domingo, D. N. Rep. Dominicana

T. 809 562 5262 F. 809 562 5015
www.stgeorge.edu.do

IB Business and Management II (6th Form)

Teacher: Mr. Anton Tejada

Email: atejada@saintgeorge.do

Blog: TBA

Academic year: 2011-2012

INTRODUCTION AND DESCRIPTION OF COURSE

The IBBM course is in fact a college level course in business theory and strategy. In addition to the Business and Management textbook which will be our principal guide throughout the course we will together review past IBBM case studies, written commentaries, and exam questions. The objective being to analyze and discuss these resources in order to familiarize students with practical applications of knowledge acquired throughout the course.

In addition we will stay abreast of current events nationally and international relating to business problems, developments, strategies, etc. To this end students are expected to read business sections of local and international newspapers, business magazines, and business web sites.

In business there is no exact formula for success. One must possess general business knowledge which you will acquire throughout this course. However, other aspects are equally important to develop such as tenacity, creativity, persistence, vision, humanity amongst other aspects which will be essential to your success in the business world. I will try to continually stress the importance of these factors throughout the course.

SKILLS

- 1) Demonstrate knowledge and understanding of business terminology, concepts, principles and theories.
- 2) Make business decisions by identifying the issues(s), selecting and interpreting data, applying appropriate tools and techniques, and recommending solutions.
- 3) Analyze and evaluate business decision using a variety of sources.
- 4) Evaluate business strategies and/or practices showing evidence of critical thinking.
- 5) Apply skills and knowledge learned in the subject to hypothetical and real business situations.
- 6) Communicate business ideas and information effectively and accurately using appropriate formats and tools.

CONTENT

General review of previous IBBM knowledge:

Topic 1: Business organization and environment

Topic 2: Human Resources

Topic 3: **Accounts and Finance**

3.1 Sources of finance

3.2 Investment appraisal

- 3.3 Working Capital
- 3.4 Budgeting
- 3.5 Final Accounts
- 4.6 Ratio Analysis

Topic 4: **Marketing**

- 4.1 The role of marketing
- 4.2 Marketing planning
- 4.3 Product
- 4.4 Price
- 4.5 Promotion
- 4.6 Place (Distribution)
- 4.7 International marketing
- 4.8 E-commerce

Topic 5: **Operations management**

- 5.1 Production methods
- 5.2 Costs and revenues
- 5.3 Break-even analysis
- 5.4 Quality Assurance
- 5.5 Location
- 5.7 Production Planning

IMPORTANT DATES TO REMEMBER

First Grading Period September 23

First draft written commentary due October 19

Second Grading Period October 21

Third Grading Period November 23

Fourth Grading Period February 17

February 28 – March 2: Final Written Commentary due March 2

Fifth Grading Period March 23

April: REVIEWS FOR IB PAPERS (EXAMS)

TEXTBOOKS AND OTHER RESOURCES

Core text:

- Hoang, Paul. Business and Management*, IBID Press. 2009

* This core text does not make up the entirety of the printed resources to be used in the course. Other resources will include:

- Past Case studies
- Past Exam Questions
- Past written commentary
- Recommended (but not required) bibliography.

*Along with core text, students are expected to have the following material for class:

Basic business calculator



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TEACHING STRATEGIES

Course material will be presented in power point presentations which will be available for students on blog site for further review and consultation. Students will benefit from a wide range of teaching approaches and strategies, including but not limited to: individual, pair and group work; question and answer; small group and whole class discussion on case studies; independent and group research; debate; and guest lecturer visits.

EVALUATIONS

The students will receive a rubric (grid that lists criteria) explaining precisely how they will be evaluated for ALL assignments. My objective is to provide assessments which closely mimic those under which you will be externally assessed by the IBO. To that end I will take into consideration the following:

- Class Participation (20%)
- Group Presentations of Textbook Topics (20%)
- End of unit assessments (Review questions, etc. 20%)
- Weekly Vocabulary Quizzes (20%)
- Class work/notes (20%)

OTHER REMARKS REGARDING OUR CLASS

- **Classroom policies:** No eating or drinking allowed. No cell phones in classroom.
- **Class work:** Debates, brainstorming, discussions.
- **Homework:** Weekly assigned reading from Paul Hoang textbook, case studies, written commentary research. Any assignments sent to me via e-mail must have a “received” confirmation from me otherwise I will not consider them delivered.
- **Deadlines:** Written commentary draft is due October 19th, 2011. Final written commentary must be handed in March 2, 2012.
- **Behavior and respect:** Debate and internal discussion amongst peers is an important element of this course but we must always respect those who are speaking and above all respect their personal opinions. That said I encourage exchange of ideas and debate on all topics we study.
- **Absences:** Must be previously coordinated and approved by Principal’s office.
- **Responsibility:** In line with IB guidelines this is a guided course. It is your responsibility to read all assigned materials and arrive in class prepared to discuss and ask questions about material you have studied and reviewed.
- **Lateness:** Punctuality is required.

- **Office hours for private consultation:** Tuesdays and Thursdays, please make appointments with Ms. Patricia Bigay.
- **1,500 word maximum written commentary:** 25% of External IB Grade.
- **Paper # 1:** 35% of External IB Grade
- **Paper #2:** 40% of External IB Grade

Recommended books for Business and Management Students:

1. Differentiate or Die: Survival in Our Era of Killer Competition ,Jack Trout and Steve Rivkin (Mar 7, 2008)
2. Gods of Management: The Changing Work of Organizations ,Charles B. Handy (Nov 21, 1996)
3. The Empty Raincoat; Making Sense of the Future ,Charles B. Handy (1994)
4. Understanding Organizations , Charles B. Handy (Dec 2, 1993)
5. The Principles of Scientific Management (Webster's English Thesaurus Edition) , Frederick Winslow Taylor (May 29, 2008)
6. Jack, Straight from the gut.,Jack Welch and John Byrne (Oct 2003)
7. iCon Steve Jobs: The Greatest Second Act in the History of Business ,Jeffrey S. Young, William L. Simon (May 2005)
8. The Essential Drucker: The Best of Sixty Years of Peter Drucker's Essential Writings on Management , Peter Drucker (2008).
9. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything , Steven D. Levitt and Stephen J. Dubner (Aug 25, 2009)
10. Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life , Spencer Johnson and Kenneth Blanchard (Sep 8, 1998)

Others:

1. Business Strategy for A2 (Advanced Business) By Dyer, David Stimpson, Peter
2. Business Studies By Barratt, Michael Mottershead, Andy
3. Business Studies : AS Level and A Level By Stimpson, Peter
4. Business Calculations and Statistics By Marcouse, Ian

5. Barrett, Richard, Frater, Glynis & Miles, Paula: *GCSE Applied Business : Teacher Support Pack*. 0748757465
6. Clinton, Martin: *Letts Business Studies : A Level Questions and Answers*. London. Letts Educational. 1857583513
7. Dransfield, Rob, Howkins, Steph, & : *Human Resource Management for Higher Awards*. Oxford. Heinemann, 1996. 0435455281
8. Eyre, E.C. & Pettinger, Richard: *Mastering Basic Management*. (3) London. Macmillan, 1999. 0333772407
9. Griffin, Ricky W.: *Fundamentals of Management*
10. Marcouse, Ian.: *A-Z Business Studies Workbook*.
11. Terry, George R. & Franklin, Stephen G.: *Principles of Management*
12. Whitcomb, Alan: *Comprehensive Business Studies*
13. Budhwar, Pawan: *Research Methods for Business Studies*