CAISL
Carlucci American International School of Lisbon

GRADE 12 ADVANCED BUSINESS STUDIES - IB BUSINESS MANAGEMENT YEAR 2 FRAMEWORK

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THEMES AND CONTENT

The Performance Indicators (shown at the end of this Framework) are developed through the study of the Themes and Content below.

Finance and Accounts

- Cash flow

Marketing

- The Role of Marketing
- Marketing Planning (including introduction to the four Ps)
- Market Research
- The Four Ps (product, price, promotion, place)
- E-commerce Features of e-commerce

Operations Management

- The role of operations management
- Production methods
- Location

Advanced Study/Higher Level

Students wishing to pursue advanced study (including IBHL) will also study the following:

Finance

- Efficiency ratio analysis
- Investment appraisal
- Budgets

Marketing

- Sales forecasting
- The extended marketing mix of seven Ps
- International marketing

Operations management

- Lean production and quality management
- Production planning
- Research and Development
- Crisis management and contingency planning

TEXT

Business & Management, 3rd Paperback – 2014, by Paul Hoang

PERFORMANCE INDICATORS

By the end of the business management course, students are expected to reach the following performance objectives:

1. Demonstrate knowledge and understanding of:
    - the business management tools, techniques and theories specified in the syllabus content
    - the six concepts that underpin the subject
        1. Change
        2. Culture
        3. Ethics
        4. Globalization
        5. Innovation
        6. Strategy
    - real-world business problems, issues and decisions

2. 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
- providing balanced discussion of both sides of the issues presented

3. Demonstrate synthesis and evaluation of:
    - business strategies and practices, showing evidence of critical thinking
    - business decisions, formulating recommendations
    - providing balanced discussion of both sides of the issues presented

4. 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.

ASSESSMENTS

HIGH SCHOOL DIPLOMA ASSESSMENT

For students to receive a credit towards their High School Diploma, they must demonstrate proficiency on summative assessments set by the class teacher which may take the form of:

- in-class or out-of-class essays,
- tests which assess both knowledge and skill acquisition,
- oral commentaries or presentations,
- other types of projects connected to works studied as set by the teacher,
- An exam at the end of the 1st semester which covers all content and skill acquisition to that point,
- A final exam at the end of the senior year unless exempt from this exam by other factors.

IB DIPLOMA ASSESSMENT

Students who are pursuing the IB Diploma in addition to the High School Diploma must complete both years of the program and will submit the following works to the IBO which will assess them and determine the IB score awarded to the students.

IB DIPLOMA ASSESSMENT—SL

External assessment

- Paper 1 (1 hour and 15 minutes) Based on a case study issued in advance, with additional unseen material included in section B - 35%
- Paper 2 (1 hour and 45 minutes) - 40%

Internal assessment

This component is internally assessed by the teacher and externally moderated by the IB at the end of the course.

- Written commentary about a real issue or problem facing a particular organization.
- based on three to five supporting documents
- maximum 1500 words.
- 25% of grade

IB DIPLOMA ASSESSMENT—HL

External assessment

- Paper 1 (2 hour and 15 minutes) Based on a case study issued in advance, with additional unseen material included in section B - 35%
- Paper 2 (2 hour and 45 minutes) - 40%

Internal assessment

This component is internally assessed by the teacher and externally moderated by the IB at the end of the course.

- Research project: Students research and report on an issue facing an organization or a decision to be made by an organization (or several organizations).
- Maximum 2000 words
- 25% of grade