

Term I Syllabus out line (Jun 09 to Dec 09)

Month	Topic	Work set	Learners profile	Learning outcome / Assessment
July - August 09	Business Organisation and Environment	<p>You are required to select one business for each sector in your place to compare them in any ground. (nature of work, product portfolio, profitability, marketing mix.....).</p> <p>Write a Research proposal (100 words) and action plan.</p> <p>Meaning :</p> <p>Research Proposal is a document stating about your research. What you want to research about/ which company you have selected/ what you want to conclude/method you will follow.</p> <p>Action plan is a preplanned action document which will carry the date in which you will do the above activities. Like time frame for caring out the research .</p>	<p>Open-minded</p> <p>Decision maker</p> <p>Thinker</p>	
Sep. - Nov. 2009	Business Organisation and Environment	<p>Which Fast food restaurant in your place (Bali) is most wanted and liked by the Age group (5 - 10; 11 -15; 15- 25; 25 - 35; 35 and above) take any one group for your assessment.</p> <p>You are required to :</p> <ul style="list-style-type: none"> - Write a Research proposal and action plan. - Sources and Data 	<p>Decision Maker</p> <p>Inquirer</p> <p>Thinker</p>	

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Jan 10	Subtopic: Motivation	Motivation introduction Theories of motivation by Taylor, Maslow, Mcgreor and Herzberg Texbook reference. Need of the reward at work. Apply the theories in give situation Process theories. Motivation in Practice Evaluate the impact of financial and non financial rewards.	Open-minded Decision maker Thinker	Assume you are a Manager in some company. Make a list of Financial and nonfinancial rewards that you will use for your employees
	Subtopic: Corporate culture (Only HL)	Organisational and corporate culture. Influence Different culture Analysis the concequence of cultural clashes with in or between organization. Empoyer and employee relation: Methods employed to achive individual and group task. Reference Textbook and general discussion by taking day to day situation Conflict, causes of conflicts and way of resolution. Explain the method used by the employee and their representative in pursuit of objective Method used by employer to put pressure on work force. Evalute the effect of such action Identify the sources of conflict at work place.(HL) Crises Mangement and contingency planning Reference Textbook	Decision Maker Inquirer Thinker	Summative Task On the topic. Motivation and Leadership style. Set of question from old papers.
	Subtopic:	Negotiations/collective bargaining Methods employed to	Inquirer	Analyse the dynamic nature of relationships

	Employer and employee relations (Only HL)	<p>achieve individual and group objectives</p> <ul style="list-style-type: none"> · Employees - Negotiations - Go-slows - Work-to-rule - Overtime bans - Strike action Employers - Negotiations - Public relations - Threats of redundancies - Changes of contract - Closure - Lock-outs Conflict · Causes · Resolution - Conciliation and arbitration - Employee participation and industrial democracy - No-strike agreement - Single-union agreement <p>Crisis management and contingency planning</p>	<p>Thinker</p> <p>Caring</p>	<p>between employees, employers and their representatives Examine the methods used by employees and their representatives in pursuit of their objectives.</p> <p>Examine the methods used by employers to put pressure on employees.</p> <p>Evaluate the effect of such actions on the individual employee, employee representatives and the employers.</p> <p>Identify the sources of conflict in the workplace and evaluate alternative approaches to conflict resolution.</p> <p>Explain the difference between crisis management and contingency planning.</p> <p>Evaluate the costs and benefits of contingency planning.</p> <p>Discuss how far it is possible to plan for a crisis.</p>
Feb. 10	Accounts and finance Subtopic: Sources of finance	<p>Internal and external finance</p> <p>Finance in the long, medium and short term</p> <p>PPT and Text book</p> <p>Handout on different sources of finance.</p>	<p>Decision maker</p> <p>Principled</p>	<p>You want to open a computer centre with your friend Explain the best source of finance that you will go for. Support by reason. (Class Activity)</p> <p>Evaluate the advantages and disadvantages of each form of finance.</p> <p>Evaluate the appropriateness of a source of finance for a given situation.</p>
	Subtopic: Investment appraisal	<p>Payback period</p> <p>Average rate of return (ARR).</p>	<p>Risk taker</p> <p>Reflective</p>	<p>Calculate the payback period and ARR for an investment.</p> <p>Analyse the results of</p>

		<p>Only HL Discounted cash flow (DCF) Analyse the results of the calculations. Net present value (NPV) Reference Text book</p>	Balanced Knowledgeable	<p>the calculations. Calculate the NPV for an investment. Analyse the results of the calculations.</p>
	Ratio analysis	<p>Profitability ratios</p> <ul style="list-style-type: none"> ➤ Gross profit margin ➤ Net profit margin ➤ Liquidity ratios ➤ Current ratio ➤ Acid test ratio <p>Efficiency ratios</p> <ul style="list-style-type: none"> ➤ Stock turnover ➤ Return on capital employed (ROCE) ➤ Gearing ratio <p>(Only HL)</p> <ul style="list-style-type: none"> ➤ Debtor days ➤ Creditor days ➤ Shareholder ratios ➤ Earnings per share ➤ Dividend yield 	<p>Reflective Thinker Knowledgeable</p>	<p>- Calculate ratios. Use the ratios to interpret and analyse financial statements from the perspective of various stakeholders. (Ratio formulae are given in the appendices and a copy of the formulae will be provided for students in examinations.) (Only HL) Evaluate possible financial and other strategies to improve the values of ratios.</p>
Introduction of Internal Assessment 1st of March and distribution of booklet				
March 10	Subtopic: Working capital	<p>Working capital cycle Cash-flow forecasts Management of working capital</p>	<p>Thinker Reflective</p>	<p>- Define working capital and explain the working capital cycle. - Prepare a cash-flow forecast from given information. - Evaluate strategies for dealing with liquidity problems.</p>

	Budgeting	<p>(Only HL) The purpose of budgets Variance analysis (Knowledge of specific budgets and variances is not required, for example, sales variance.)</p>	Caring	<ul style="list-style-type: none"> - Explain the importance of budgeting for organizations. - Calculate and interpret variances. - Analyse the role of budgets and variances in strategic planning.
	Final accounts	<p>Accounts for limited companies (income statements)</p> <ul style="list-style-type: none"> • Trading account • Profit and loss account • Appropriation account • Balance sheets <p>(Only HL) Depreciation · Straight line · Reducing balance Intangible assets · Goodwill · Patents and copyrights · Brands Stock valuation · Last-in-first-out (LIFO) · First-in-first-out (FIFO)</p>	Inquirer Knowledgeable	<ul style="list-style-type: none"> -Explain the purpose of accounts. -Construct and amend accounts from information given. -Evaluate the importance of final accounts to each stakeholder group. (Students will not be tested on the manufacturing account or double entry.) (Only HL) -Calculate depreciation using straight line and reducing balance methods. - Evaluate the strengths and weaknesses of each method. - Explain the meaning and value to the firm of different types of intangible assets. -Understand the difficulties associated with valuing intangible assets.

April - May 2010	Marketing - Role of marketing	<p>The market</p> <ul style="list-style-type: none"> · Market size · Market growth · Market share <p>Definition and nature of marketing</p> <ul style="list-style-type: none"> · Market and product orientation · Marketing of goods/services <p>Class room discussion on each topic and distribution of leaflets for selected topics</p> <p>Market and product oriented marketing</p> <p>Definition of customer</p>	<p>Knowledgeable</p> <p>Inquirer</p> <p>Communicator</p>	<p>Examine the characteristics of the market in which the firm is immersed.</p> <p>Calculate market share from given information.</p> <p>Define marketing and describe its relationship with other business activities.</p> <p>Describe the difference between market and product orientation.</p> <p>Explain the difference between the marketing of goods and services.</p>
	<p>Additional marketing orientations</p> <ul style="list-style-type: none"> · Social marketing · Asset-led marketing <p>Analyse(HL)</p>	Case study from book.	Knowledgeable	Analyse the influence of marketing orientation on the success or failure of firms.
	Marketing in non-profit organizations	<p>Organisation around us and discussion on their methods.</p> <p>Case study from book</p>	<p>Inquirer</p> <p>Open mindedness</p>	Analyse the marketing techniques of non-profit organizations.
	A marketing plan			Describe the elements of a marketing plan.

4.2 Marketing planning	<p>Marketing mix</p> <ul style="list-style-type: none"> · Product · Place · Price · Promotion · People · Process · Physical evidence · Packaging <p>Discussion on each topic sitting examples from local market.</p> <p>Asking student to chose two different products from same industry and identify there unique selling point.</p>	<p>Thinker</p> <p>Reflective</p>	<p>Apply the elements of the marketing mix to given situations. Discuss the effectiveness of a selected marketing mix in achieving marketing Objectives. Construct an appropriate marketing mix for a particular product or firm.</p> <p>(HL)Discuss the effectiveness of a selected marketing mix in achieving strategic objectives.</p>
Ethics of marketing	<p>Do ethics play important role in success of any business? Class room discussion.</p>	<p>Thinker</p> <p>Caring</p>	<p>Discuss the ethical issues of what is marketed and how it is marketed: nationally, internationally and across cultures.</p>
Marketing audit Porter's five forces	<p>Textbook</p> <p>PowerPoint presentation to explain the concept.</p> <p>Leaflet on the topic.</p>	<p>Knowledgeable</p>	<p>Explain the value of a marketing audit as a business tool.</p> <p>Apply Porter's five forces model to classify and analyse competitive pressures in the marketplace.</p>

	Marketing objectives		Thinker Risk taker	Examine how appropriate the marketing objectives are in achieving the goals of an organization.
	Market research · Role of market research · Primary and secondary research	Class room Discussion by using there experience while doing IA Examples from school	inquirer	Analyse the role of market research. Evaluate different methods of market research.
	Market segmentation and consumer profile	Explanation of topic by taking local market example, school etc	Knowledgeable	Analyse the usefulness of market segmentation and consumer profiles
Session August 2010 - April 2011				
9 th August 2010	Submission of Internal Assessment (Final Draft)			
August 10	Targeting	Explanation with example. Why Proper targeting is needed to success.	Knowledgeable	Identify possible target markets. Apply an appropriate marketing mix to the target market(s).
	Positioning · Corporate image · Position/perception maps · Unique selling point/proposition (USP)	Case study from book Class room discussion Activity : select any two product and Identify any two Unique selling point that you will use to promote that product.	Knowledgeable inquirer	Positioning · Corporate image · Position/perception maps · Unique selling point/proposition (USP) Develop and evaluate strategies designed to change customer perceptions (HL)
	Development of marketing strategies and tactics	Class room discussion Student will make a strategy for	Thinker Reflective	Design or evaluate marketing strategies for given situations.

		any business selected by him/hr		Apply an appropriate marketing mix to the strategy.
	Sales forecasting and trends· Seasonal, cyclical and random variation (HL)	Recent graphs from news Discussion on that graphs Case study from book	Reflective	Analyses sales trends and forecasts from given data, and evaluate the significance for Marketing and resource planning.
Aug 2010	4.3 Product 4.4 Price 4.5 Promotion 4.6 Place (distribution) 4.7 International marketing 4.8 E-commerce	Class room discussion on each topic. Case study from book. Think about a business, discussion about your marketing strategy of the business. (Task) Why you think Place and promotion are equally important as price and Product (Task)	Thinker Reflective	Monthly evaluation with small class test weekly.
Sep. 2010	Operations management 5.1 Production methods 5.2 Costs and revenues 5.3 Break-even analysis 5.4 Quality assurance 5.5 Location	Class room discussion on each topic. Case study from book. Calculate the breakeven analysis for your IB CASE Charity sale. Evaluate the importance of finding break even point for business projects. Why you think today quality plays an important role in success of any business. Assume a business and discuss on the key areas you will keep in mind before deciding the location for that business.	Inquirer Principled	Monthly evaluation with small class test weekly. Summative task on topic location and quality control.
Oct 2010	5.6 Innovation HL 5.7 Production planning	Case study from book Discussion on the field trip	Thinker Inquirer	

	5.8 Project management HL	made in last term to KOPI BALI.	Communicator	
Oct 2010 - Nov 2010	Business strategy (only HL) Stage 1: Strategic analysis Stage 2: Strategic choice Stage 3: Strategic implementation	Discussion on various concepts from all above topics from Topic 1 to Topic 5 Case Study from book		
Distribution of case study for self study				
Jan 2011 to March 2011		Discussion on Case study May 2011. Revision of whole syllabus in form of question answer.		
April 2011		Solution of old Question Papers.		