# IB Business Management Course No. 12059 Credit: 1.0

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402); Business Management & Entrepreneurship (52.0799)

Course Description: **Optional Technical Course:** IB Business and Management courses prepare students to take the International Baccalaureate Business and Management exam at either the Subsidiary or Higher level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting, and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of business terminology, concepts, and principles. Introduction to Organizations.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Introduction to Organizations

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explain the main functions and roles in operations, finance and accounts, marketing and human resources. |  |
| 1.2 | Define the five sectors of the economy. |  |
| 1.3 | Describe entrepreneurship. |  |
| 1.4 | Discuss a business start-up. |  |
| 1.5 | Explain the elements of a business plan. |  |
| 1.6 | Explain corporate social responsibility and ethical objectives. |  |
| 1.7 | Analyze local organizations of different types and identify their main features. |  |
| 1.8 | Explain the advantages and disadvantages of each type of organization identified. |  |
| 1.9 | Analyze local organizations of different types and identify their main features. |  |
| 1.10 | Distinguish between organizations in the private and public sectors. |  |
| 1.11 | Analyze the reasons for forming global conglomerates and networks. |  |
| 1.12 | Analyze the role of subsidiaries, joint ventures/strategic alliances multinational companies and holding companies. |  |
| 1.13 | Explain the importance of objectives in managing an organization. |  |
| 1.14 | Use SWOT analysis to assess an organization's position, and to define and refine its objectives. |  |
| 1.15 | Explain the interests of stakeholders and the likelihood of conflict between them. |  |
| 1.16 | Use PEST/STEP analysis to investigate how external factors impact organizations. |  |
| 1.17 | Use STEEPLE to analyze an organization. |  |
| 1.18 | Discuss economies and diseconomies of scale. |  |
| 1.19 | Distinguish between the external growth methods franchising, strategic alliances, joint ventures, and mergers and acquisitions. |  |

## Benchmark 2: Human Resource Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Discuss external and internal factors such as new communication technologies, demographic change, and change in labor mobility. |  |
| 2.2 | Explain trainings that include behavioral, cognitive, on the job and off the job. |  |
| 2.3 | Identify formative appraisal, summative appraisal, self-appraisal, and 360-degree feedback |  |
| 2.4 | Discuss how work practices such as flextime, migration for work and teleworking affect the employees and employer. |  |
| 2.5 | Describe the different types of organizational structures and organizational charts. |  |
| 2.6 | Explain the leadership styles. |  |
| 2.7 | Discuss motivational theories. |  |
| 2.8 | Describe the different types of financial and nonfinancial rewards |  |
| 2.9 | Describe the different production methods. |  |

## Benchmark 3: Accounting & Finance

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Review the internal and external sources of finance |  |
| 3.2 | Determine examples of variable, semi-variable, fixed, direct, and indirect/overhead costs. |  |
| 3.3 | Assess the advantages and disadvantages of each form of finance and be able to comment on the appropriateness of the sources of finance in relation to the specific needs of an organization. |  |
| 3.4 | Calculate and draw conclusions from changes in gearing. |  |
| 3.5 | Calculate the payback period for an investment. |  |
| 3.6 | Prepare a cash flow forecast from given information. |  |
| 3.7 | Prepare a profit and loss statement and a balance sheet. |  |
| 3.8 | Analyze the effects of changes in price or cost on the break-even quantity, profit, and margin of safety, using graphical and quantitative methods. |  |
| 3.9 | Construct and amend accounts from information given. |  |
| 3.10 | Calculate and use ratios to interpret financial statements. |  |

## Benchmark 4: Marketing

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Differentiate between the marketing of goods and the marketing of services. |  |
| 4.2 | Determine the Four P's (product, price, promotion, and place) of the marketing mix to achieve marketing objectives. |  |
| 4.3 | Differentiate between target markets and market segments |  |
| 4.4 | Develop a unique selling point/proposition. |  |
| 4.5 | Use primary and secondary market research methods and techniques. |  |
| 4.6 | Differentiate between qualitative and quantitative research. |  |
| 4.7 | Explain the different methods of sampling. |  |
| 4.8 | Explain the different features of branding and packaging. |  |
| 4.9 | Determine appropriate pricing strategies. |  |
| 4.10 | Describe the different details of promotion. |  |
| 4.11 | Explain the different types of e-commerce. |  |

## Benchmark 5: Academic - Language Arts

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Organizes business correspondence, instructions, descriptions, summarizes and reports in a logical and effective sequence to meet the readers' informational needs. |  |
| 5.2 | Writes with an awareness of purpose and audience (e.g. letters, complex reports, directions, graphics, brochures, electronic presentations, newsletters, memos, job searches, fliers, e-mails, Web pages, pictorials). |  |
| 5.3 | Determines meaning of marketing words or phrases using context clues. |  |
| 5.4 | Uses paraphrasing and organizational skills to summarize information. |  |

## Benchmark 6: Academic - Math

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Solves multi-step real-world problems with real numbers using computational procedures. |  |

## Benchmark 7: Academic - Science & Technology

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explain how the advancement of technology enhance the way telecommunications have affected our lives. |  |

## Benchmark 8: Career Development Skills

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Participate in group discussions. |  |
| 8.2 | Make oral presentation. |  |
| 8.3 | Prepare simple written reports. |  |

## Benchmark 9: Student Leadership Skills

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Identify desirable 21st Century skills important to business |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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