IB Business and Management SL

**Course Syllabus**

# Fall 2013/Spring 2014

# Instructor: Mrs. Sheri Smith

**(404) 847-1980 ext. 137**

## Office Hours: M-F 8:00-8:30AM, 2:50-4:00

**Location: Room 809**

**Email Address:** **smiths@fultonschools.org**

**Course Description:**

Business and management is the rigorous and critical study of the ways in which individuals and groups interact in a dynamic business environment. It is an academic discipline that examines how business decisions are made and how these decisions make an impact on internal and external environments. The ideals of international cooperation and responsible citizenship are at the heart of business and management.

The IBO Business and Management program is designed to give you an understanding of business principles, practices, and skills. Emphasis is also placed on understanding technical innovation and day-to-day business functions of operations management, marketing, human resource management, and finance. However, a fundamental feature of this program is the concept of synergy. In its technical sense, it is a concept that means an organization should seek an over-all return greater than the sum of its parts. Applied to the Business and Management program, it necessitates a style of teaching and learning based on integrating and linking the various modules to give you a holistic overview by the end of this course.

Lastly, students will translate concepts, skills and knowledge into real-world applications in the business environment in order for students to develop into knowledgeable, caring young people who will have inquiring minds that build intercultural understanding.

**IB Learner Profile:**

IB Business and Management is the rigorous and critical study of the ways in which individuals and groups interact. Students in IB Business and Management should strive to be: ***Inquirers, Knowledgeable, Thinkers, Communicators, Principled, Open-minded, Caring, Risk-takers, Balanced, and Reflective.***

**FBLA:** The development of positive personal qualities and leadership is a vital component in career success. In this course that development is achieved through a variety of methods, which include Future Business Leaders of America (FBLA). FBLA is a student organization that is designed to enhance this class. FBLA provides career and leadership development through peer interactions, adult mentoring, and competitions based on knowledge and skills learned in the classroom**.** All students in this course will be required to join FBLA. Course curriculum and classroom projects will focus on FBLA Business Achievement Awards and project competitions.

**Topic Outline**

1. **Business organization and environment**
2. **Human resources**
3. **Accounts and Finance**
4. **Marketing**
5. **Operations Management**

SL core

Topic 1: Business organization and environment

1.1 Nature of business activity

1.2 Types of organization

1.3 Organizational objectives

1.4 Stakeholders

1.5 External environment

1.6 Organizational planning tools

Topic 2: Human resources

2.1 Human resource planning

2.2 Organizational structure

2.3 Communication

2.4 Leadership and management

2.5 Motivation

2.6 Organizational and corporate cultures

2.7 Employer and employee relations

2.8 Crisis management and contingency planning

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

3.6 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

5.6 Innovation

5.7 Production planning

5.8 Project management

**Text**

Textbook: Hoang, P. *Business and Management* (2009: IBID Press). Replacement cost is $104.00.

**Grading**

Grades will be based on objective and application problem tests, vocabulary quizzes, end-of-chapter questions, daily work, participation, and reinforcement activities. All assignments are due on the specified due date. It is the student’s responsibility to make arrangements to obtain class notes and make up missed work. Students have ten class periods to make up any missed assignments. I will not ask any student about missed assignments. MAKE UP WORK IS THE RESPONSIBILITY OF THE STUDENT. Any missed assignment that is not made up in ten class periods will be recorded as a zero (0).

Semester 1:

Tests (30%) - Exams will be in written and application problem form upon completion of Topics. Written exams will be based on notes and information covered in class by the instructor. Application problem exams will consists of responding to a case study. Tests and assignments based on IB questions and criteria.

Daily Assignments (20%) - Daily assignments consist of in class activities and assessments, group work, homework, class participation and in-class projects.

Quizzes (15%)-Quizzes may be announced or unannounced. These formative assessments will be based on coursework covered in homework, class notes, and group discussions.

Internal Assessments (10%)-Your IA will need to demonstrate the application of business and management tools, techniques and theories to a real business issue or problem. Throughout first semester IA progress will be checked periodically. Final draft of your IA will be submitted as part of your Final Exam.

Projects (10%)- Projects that pertain to work being done in groups, or as individuals, will be graded on the ability of the student to work with team members, and the completion and quality of the project. Practice commentaries, marking of past papers, etc. may also be considered projects.

Final Exam (15%) – Part of your final exam (first semester) will consist of an internal assessment draft. Your IA will need to demonstrate the application of business and management tools, techniques and theories to a real business issue or problem.

Semester 2:

Tests (20%) - Exams will be in written and application problem form upon completion of Topics. Written exams will be based on notes and information covered in class by the instructor. Application problem exams will consists of responding to a case study. Tests and assignments based on IB questions and criteria.

Daily Assignments (15%) - Daily assignments consist of in class activities and assessments, group work, homework, class participation, group discussion, and in-class projects.

Internal Assessments (10%)-Your IA will need to demonstrate the application of business and management tools, techniques and theories to a real business issue or problem. Throughout first semester IA progress will be checked periodically. Final draft of your IA will be submitted as part of your Final Exam.

Quizzes (15%)-Quizzes may be announced or unannounced. These formative assessments will be based on coursework covered in homework, class notes, and group discussions.

Projects (10%)- Projects that pertain to work being done in groups, or as individuals, will be graded on the ability of the student to work with team members, and the completion and quality of the project. Practice commentaries, marking of past papers, etc. may also be considered projects.

Mock Style Exams (20%)-Mock exams will be based on past IB examinations.

Final IA (15%) – Part of your final exam (first semester) will consist of an internal assessment and participation in Paper1 and Paper2. Your IA will need to demonstrate the application of business and management tools, techniques and theories to a real business issue or problem.

**For Examinations in May 2012/2013**

STANDARD LEVEL

Internal Assessment (Written Commentary) 25%

A written commentary based on three to five supporting documents about a real or problem facing a particular organization. Candidates must pick a topic from the SL core syllabus. It consists of 1000-1500

words, to be internally assesses by the teacher and externally moderated by the IBO.

External Assessment (Written Papers = 3 hours) 75%

Paper 1 (1.25 hours) - Paper 1 is based on a case study issued in advance and will cover all 5 topics. (35%)

Paper 2 (1.75 hours) - Paper 2 will contain questions based on stimulus material with a quantitative element. (40%)

## Policies and Procedures

Students are expected to follow all school rules and to have an understanding of the Student-Parent Handbook outlining school policies and procedures.

All students are expected to follow these procedures in my classroom at all times:

1. Be in your seat and ready for learning when the tardy bell rings.
2. Use your work and your work **ONLY**. Consequences will result from honor violations.
3. The Internet is for educational purposes only. Privileges can be taken away.
4. All reports and papers will be turned in using turnitin.com. We will review the policy for academic integrity before each project.

**Honors Code Violation Policy**

Committing to honorable behavior, every student will affix all academic work with the following handwritten verification of honor: ***“I have neither given nor received any unauthorized aid on this assignment”***, followed by the student’s signature.

An academic dishonesty is defined as giving or receiving any information related to a graded experience, either inside or outside of class (i.e. academic fraud, plagiarism, electronic cheating). Students guilty of academic integrity in my class will receive a grade of a zero (0) on the assignment or test. No opportunity to repeat the assignment or test will be provided.

The items listed below are also considered breeches in the academic integrity policy.

* Copying data from the internet and passing it off as your own work (i.e. not properly referenced).
* Having another individual write or excessively edit your work.
* Working together with peers on an individual assignment.
* Receiving or providing substantial assistance on an individual class assignment from/to a fellow classmate or outside resource.

The process of reporting a violation of the honor code is as follows:

* Teacher notifies student and parent within two school days of discovery of violation.
* Teacher reports violation to Assistant Principal for Instruction.
* Assistant Principal meets with student to discuss the violation and impose administrative sanctions.
* Honor code violation is filed in student’s permanent record in the counseling office.

**Make Up Work/Recovery Plan:**

As stated above, it is the responsibility of the student to obtain any missed work. Students have ten class periods to make up any missed assignments. Any missed assignment that is not made up in the stated amount of time will be recorded as a zero. On major assignments, a 10% deduction per day up to 50% will be taken. After ten class periods of the original due date, no more credit will be given on any assignment. If at anytime you have questions, need help with an assignment, or need to make-up work, please feel free to visit me in room 809 before or after school. You may also leave a message on my voice mail #137 after hours or on weekends. I also check e-mail frequently throughout the day.

Fulton County’s recovery policy is designed so that students who have regular attendance and have completed all assignments but are still unsuccessful in a course can have a chance to demonstrate mastery. Students can request recovery only if they meet the preceding criteria. Recovery does not mean that a student can skip a test or fail to turn in a major assignment and receive recovery as an alternative. The type of recovery assignments available to students is a matter of teacher discretion as long as it directly relates to the course objectives. Teachers will determine when and how students with extenuating circumstances may improve their grades.

**The computer lab is open daily before school from 8:00-8:30 for students to receive extra help and make up work. After school appointments must be made in advance.**

**Dear Parent/Guardian:**

**Please review your child’s syllabus to discover what curriculum is covered in this course. If you are interested in monitoring your child’s progress throughout this course, Riverwood International Charter School provides all parents with access to EschoolPlus. This program allows parents to view their child’s grades in each course. Please check with the front office if you are interested in obtaining more information concerning Parent Connect.**

**If you have any general questions or concerns, please be sure to indicate them in the space provided below. Also, if you would like further information on partnering with our Future Business Leaders of America (FBLA) organization, or serving on our Career Tech Advisory Board, please be sure to provide any available contact information below. I look forward to meeting you on September 21st at 7:00 pm for Riverwood’s Parent/Teacher Open House.**

**Each student is asked to return this signed form indicating that they have reviewed the course syllabus and understand the classroom policy and procedures. Please feel free to leave any additional comments if you have any questions or concerns.**

**Sincerely,**

**Mrs. Sheri Smith**

**Parent Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Student Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If you are interested in learning more about our Advisory Board and/or becoming part of our Business Partnerships, please provide the following information:**

**Name of Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Business Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Business Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**E-mail Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Additional Comments: (ie. Would you like to volunteer as a guest speaker/provide possible employment opportunities/serve as a consultant/etc.)**