

WHAT MAKES A GOOD IB DP BUSINESS STUDENT?

Problem
Solver

International
Perspectives

Presentation
Skills

Application
Skills

Global
Citizen

Research
Skills

Practical
Skills

Numeracy
Skills

Analytical
Skills



Decision-making
skills

STANDARD LEVEL – CORE UNITS

1 – Business Organization & Environment

2 – Human Resources

3 – Accounts & Finance

4 – Marketing

5 – Operations Management

Topic examples:



Nature of business activity

Leadership and management

Sources of finance & final accounts

International Marketing

Production Methods



HIGHER LEVEL

Students study the same 5 topics as Standard level students with additional topics as well as Business Strategy

Topic examples

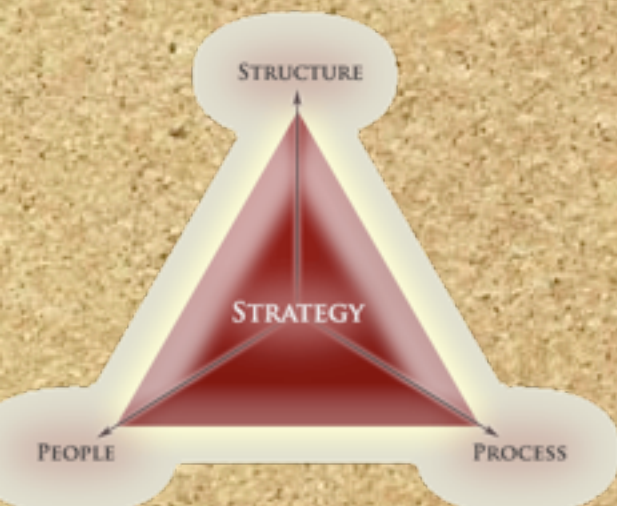


Change
&
the management of change

Organizational
&
corporate cultures

Budgeting
&
Sampling

Innovation
&
Project Management



EXTERNAL ASSESSMENT

PAPER 1

HIGHER LEVEL – 40%

2 hours 15 minutes

STANDARD LEVEL – 35%

1 hour 30 minutes

Based on a case study issued in advance

PAPER 2

HIGHER LEVEL – 35%

2 hours 15 minutes

STANDARD LEVEL – 40%

1 hour 45 minutes

**Based on stimulus material within the
paper**

IB Business and
Management

INTERNAL ASSESSMENT

**HIGHER
LEVEL**

Research Project - 25%
Addresses an issue facing an organization
or analyses a decision to be made by an
organization - 2500 words

**STANDARD
LEVEL**

Written Commentary - 25%
Based on 3 - 5 supporting documents about
a real issue or problem facing a particular
organization - 1500 words



FIELD TRIPS & COMPETITIONS

FIELD TRIPS

Heng On & Ma On Shan Marketing
Mother's Choice Charity
HK Trade Development Council Library
Coca-Cola Bottling Plant - Shatin

COMPETITIONS

Junior Achievement Management &
Economic Simulation Exercise
ESF Marketing Competition
South Island School Business Day



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For The Team