**IBDP商业管理课程简介**

1. **Introduction of IBDP Geography IBDP商业管理课程介绍**

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| Introduction:Business management studies business functions, management processes and decision-making in contemporary contexts of strategic uncertainty. It examines how business decisions are influenced by factors internal and external to an organization, and how these decisions impact upon its stakeholders, both internally and externally. Business management also explores how individuals and groups interact within an organization, how they may be successfully managed and how they can ethically optimize the use of resources in a world with increase scarcity and concern for sustainability. | 介绍：商业管理研究在当下战略不确定环境下的业务职能、管理过程和决策。它探讨了经营决策的内外部影响因素，以及这些决定是如何影响到其内外部利益相关者。商业管理也探讨个人与团体在组织内的互动，成功的管理，以及优化增加稀缺资源的利用和关注世界的可持续性。 |
| Belonging to:Group 3 (Individual and societies) | 所属类别：第三组（人类与社会科学） |

1. **Geography SL Syllabus outline 商业管理（SL标准水平）教学大纲**

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| Syllabus | Teaching hours | 教学大纲 | 教学时长（小时） |
| **Unit 1: Business Organization and Environment**1. Introduction to business management
2. Types of organizations
3. Organizational objectives
4. Stakeholders
5. External environment
6. Growth and evolution
 | 40 | **1单元：商业组织和环境**1. 商业管理学科介绍
2. 组织的类型
3. 组织目标
4. 利益相关者
5. 外界环境
6. 增长与发展
 | 40 |
| **Part 2: Human Resource Management**1. Functions and evolution of human resource management
2. Organizational structure
3. Leadership and management
4. Motivation
 | 15 | **2单元：人力资源管理**1. 人力资源管理的只能和演化
2. 组织结构
3. 领导与管理
4. 激励制度
 | 15 |
| **Unit 3: Finance and Accounts**1. Sources of finance
2. Costs and revenues
3. Break-even analysis
4. Final accounts
5. Profitability and liquidity ratio analysis
6. Cash flow
7. Investment appraisal
 | 35 | **3单元**1. 财务来源
2. 成本和收入
3. 盈亏平衡分析
4. 财务会计
5. 盈利能力和流动性
6. 现金流
7. 投资评价
 | 35 |
| **Unit 4: Marketing**1. The role of marketing
2. Marketing planning
3. Market research
4. The four Ps – product, price, promotion and place
5. E-commerce
 | 35 | **4单元：市场营销**1. 营销的作用
2. 营销策划
3. 市场调查
4. 四P：产品，价格,促销和渠道
5. 电子商务
 | 35 |
| **Unit 5: Operations Management**1. The role of operations management
2. Production methods
3. Location
 | 10 | **5单元：运营管理**1. 运营管理的作用
2. 生产方法
3. 定位
 | 10 |
| **Internal assessment** | 15 | **校内考察** | 15 |
| **Total teaching hours** | **150** | **总学时** | **150** |

1. **Assessment outline-SL 考试大纲**

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| **Assessment component** | **考察方式组成** | **Test time****考试时间** | **Mark****分数** | **Weighting****所占比例** |
| **Paper 1**Based on a case study issued in advance, with additional unseen material included in section BSection A: Students answer 3 of 4 structured questions. (30 marks)Section B: students answer 1 compulsory structured question. (10 marks) | **试卷1**基于事先发布的商业案例进行作答，B部分会有一些新的内容A部分：学生任选4道题中的3道回答。（30分）B部分：一个必答论述题。（10分） | 1 hour 15 minutes1小时15分钟 | 50 | 35% |
| **Paper 2**Section A: Students answer 1 of 2 structured questions based on stimulus material with a quantitative focus.（20 marks）Section B: Students answer 1 of 3 structured questions based on stimulus material. (20 marks)Section C: Students answer 1 of 3 extended response questions. This question is based primarily on 2 concepts that underpin the course. (20 marks) | **试卷2**A部分：学生从两道题中选一道作答，该部分注重数据计算。（20分）B部分：学生从3道题中选1道作答。（20分）C部分：学生从3道题中选1到作答。（20分） | 1 hour 45 minutes1小时45分钟 | 60 | 40% |
| **Internal Assessment （IA）**Students produce a written commentary based on 3 to 5 supporting documents about a real issue or problem facing a particular organization. Max. 1500 words (25 marks) | **校内考察（IA）**基于现实生活中某个机构的问题写一篇评论，要求提供3至5篇相关文件。字数最多1500个单词。 | 25 | 25% |

1. **学科主要优势**
2. 培养商业经管类学科的学习方法：IB商业管理重视学生对于商业环境和管理能力的培养，学生通过课堂学习的理论知识需要运用到具体商业案例中进行验证和探索，可比其它同学更早且更系统地了解商管类学科的学习方法和理论知识。
3. 实践性：商业管理不仅具备了文科学科的描述性特点，同时由于其教学中对商业案例的引入，使得该学科具有很强的实践性。
4. **学科学习难点**
5. 专业术语理解记忆：IB商业管理涉及的知识面非常广，且每个章节各自独立为一模块但又相互内在联系，涉及的概念众多，需要在理解的基础上记忆并且能够灵活运用。
6. 案例分析：商业管理学科的考察重点主要是集中在对具体商业案例的分析，对学生英文阅读理解及如何从抽象文字中整合信息、分析问题、以及英文表达能力要求非常高。
7. 英语阅读理解和书面论述表达：IB商管注重商业案例的理解，每一篇商业案例的内容是差不多近10页左右上千字的英文描述，同时要求学生用英语熟练对各种商业观点进行探索，辨析和论述，。