



Celebrating 45 Years

Curriculum Learning Map 2017-2018 Year 12 Business Management IBDP

| | Weeks 1-8 | Week 9-16 | Week 17-21 | Week 22-27 | Week 28-33 | Week 33-37 |
|------------------------------|--|--|--|--|--|---|
| 37 weeks | Term 1-1 21 st Aug – 13 th Oct (8 weeks) | Term 1-2 23 rd Oct – 15 th Dec (8 weeks) | Term 2-1 8 th Jan – 9 th Feb (5 weeks) | Term 2-2 19 th Feb – 29 th March (6 weeks) | Term 3-1 16 th April – 25 th May (6 weeks) | Term 3-2 4 th June – 29 th June (4 weeks) |
| Year 12 (2017-18) | 1.1 Introduction to business management 1.2 Types of organizations 1.3 Organizational objectives 1.4 Stakeholders | 3.2 Cost & Revenues 3.3 Breakeven analysis 1.5 External Environment 1.6 Growth and evolution 1.7 Organizational planning tools <i>*HL only</i> | 3.1 Sources of Finance 3.4 Final accounts <i>*some HL only</i> 4.1 The role of marketing | 4.2 Marketing planning 4.3 Sales forecasting 4.4 Market research 4.5 The 4 Ps (7 Ps HL) | 3.5 Ratio analysis 3.6 HL Efficiency ratio analysis <i>*HL only</i> 4.6 The 7 Ps Case Study <i>*HL only</i> 4.7 International Marketing <i>*HL only</i> 4.8 E-commerce | Revision and internal exams |

