

I. INFORMATION

LEVEL: High School

AREA: International Bachelorette

GRADE: 3° BI

YEAR: 2020-2021

Student’s Exit Profile:

The business and management course is designed to develop an understanding of business theory, as well as an ability to apply business principles, practices and skills. As a course it aims to encourage a holistic view of the world of business by promoting an awareness of social, cultural and ethical factors in the actions of organizations and individuals in those organizations.

Developing international mindedness and an awareness of different cultural perspectives is at the heart of the course enabling students to think critically and appreciate the nature and significance of change in a local, regional and global context.

II. CONTENT:

Overview Unit	DATE
BLOCK 1 Business Organization and Environment (Nature of business activity and types of organization) The role of entrepreneurship and intrapreneurship in overall business activity	April-June
BLOCK 2 Human Resources Variables that influence Human Resource planning	June-July
BLOCK 3 Accounts and Finance The appropriateness of sources of finance for a given situation	July-Sept.
BLOCK 4. Marketing The relevance of marketing in business strategy	Sept.-Nov
BLOCK 5. Operations Management Strategies and practices for ecological, social and economic sustainability	Nov. –Dic
BLOCK 6. Business Strategy Real business study cases	Dic.-Feb