

## BUSINESS ENGLISH PROGRAM

### I. INFORMATION

**LEVEL:** High School

**AREA:** International Bachelorette

**GRADE:** 2<sup>nd</sup> IB

**YEAR:** 2021-2022

#### 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
<p><b>Unit 1. Source of finance:</b>            Role of finance for businesses, The following internal sources of finance            The following external sources of finance            Short, medium and long-term finance            The appropriateness, advantages and disadvantages of sources of finance for a given situation</p> <p><b>Unit 2. Costs and revenues:</b>            The following types of cost, using examples: fixed, variable, semi-variable, direct, and indirect / overhead            Total revenue and revenue streams, using examples</p>	May-June
<p><b>Unit 3. Break-even analysis.</b>            Total contribution versus contribution per unit            A break-even chart and the following aspects of break-even analysis: break-even quantity / point, profit or loss, margin of safety, target profit output, target profit, and target price            The effects of changes in price or cost on the break-even quantity, profit and margin of safety, using graphical and quantitative methods            The benefits and limitations of breakeven analysis</p> <p><b>Unit 4. Final account.</b>            The purpose of accounts to different stakeholders            The principles and ethics of accounting practice            Final accounts: the profit and loss account            Final accounts: the balance sheet            Different types of intangible assets</p>	June-July
<p><b>Unit 5. Ratio analysis.</b>            The following profitability and efficiency ratios: gross profit margin (GPM), net profit margin (NPM), and return on capital employed (ROCE)            Possible strategies to improve these profitability and efficiency ratios            The following liquidity ratios: current ratio and acid-test (quick) ratio            Possible strategies to improve these liquidity ratios</p> <p><b>Unit 6. Cash Flow.</b>            The difference between profit and cash flow            The working capital cycle            Cash flow forecasts</p>	August-September

<p>The relationship between investment, profit and cash flow          The following strategies for dealing with cash flow problems: reducing cash outflow, improving cash inflows, and looking for additional finance</p> <p><b>Unit 7. Investment Appraisal.</b>          Investment opportunities using payback period (PBP) and average rate of return (ARR)</p>	
<p><b>Unit 8. The Role of Marketing.</b>          Marketing and its relationship with other business functions          The differences between marketing of goods and marketing of services          Market orientation versus product orientation          The difference between commercial marketing and social marketing          Characteristics of the market in which an organization operates          Market share</p> <p><b>Unit 9. Marketing Planning.</b>          The elements of a marketing plan          The role of marketing planning          The four Ps of the marketing mix          An appropriate marketing mix for a particular product or business          The effectiveness of a marketing mix in achieving marketing objectives          The difference between target markets and market segments          Possible target markets and market segments in a given situation</p>	<p>October – November</p>
<p><b>Unit 10. Market Research.</b>          Why and how organizations carry out market research          The following methods / techniques of primary market research: surveys, interviews, focus groups, and observations          The following methods / techniques of secondary market research: market analyses, academic journals, government publications, and media articles</p> <p><b>Unit 11. The 4 Ps.</b>          The product life cycle          The relationship between the product life cycle and the marketing mix          Extension strategies          The relationship between the product life cycle, investment, profit and cash flow          Boston Consulting Group matrix on an organization’s products          The following aspects of branding: awareness, development, loyalty, and value          The importance of branding and packaging</p>	<p>November – December</p>
<p><b>Unit 12. E-commerce.</b>          Features of e-commerce          The effects of changing technology and e-commerce on the marketing mix          The difference between the following types of e-commerce: business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C)          The costs and benefits of e-commerce to firms and consumers</p>	<p>January – February</p>