

Course Overviews DP , UWC Thailand 2018-2019

All units taught in grades 11 and 12 are continuously being developed and improved to best meet the needs of the students at UWCT. Therefore, the following overview is only a reflection of current plans for the course. Some changes to these course overviews may occur as a result of planning done throughout the academic year.

Grade	Time Frame	Unit number and title	Approaches To learning skills taught / learnt / developed in this unit	Content (topics / knowledge/ subject specific skills)	Connections to TOK	Summative assessment
11	6 lessons	1.1 Introduction to business management	Communication Research skills Local and global contexts	Role of business Functions of business Business sectors Entrepreneurship and intrapreneurship Reasons for starting a business Process of starting a business Problems for a new business The business plan	How do reason and emotion affect the decision to start a business? Is luck more important than knowledge for an entrepreneur?	Quiz on key terms
11	4 lessons	1.2 Types of organisations	Research skills	Distinction between private and public sector Main features of different types of enterprise	Can we 'know' if for-profit organisations do not care about society as much as non-profit social enterprises?	Quiz on types of businesses
11	8 lessons	1.3 Organisational objectives	Conceptual understanding around strategy, change and ethics	Vision and mission statements Aims, objectives, strategies and tactics Organisational change Ethics and CSR SWOT analysis Ansoffs matrix	Is it unethical for McDonalds to market a happy meal towards children? Using any two ways of knowing, discuss how it is possible to 'know' what is right for managers to do	Past paper evaluation question on ethics
11	3 lessons	1.4 Stakeholders	Inquiry Local and global contexts	The interests of internal and external stakeholders Areas of mutual benefit and conflict between stakeholders	Is it unethical if a business chooses to ignore the demands or needs of one particular stakeholder?	
11	5 lessons	1.5 External environment	Conceptual understanding Collaboration Communication Research skills	STEEPLE analysis Consequences of change in STEEPLE factors for strategy	Is it possible to know what is the most important government objective? How do different stakeholders determine what a 'fair' tax is?	Presentation on relocating to Phuket

11	8 lessons	1.6 Growth and evolution	Thinking skills Local and global contexts Teaching informed by assessment Self management skills to prepare for test	Economies and diseconomies of scale Small v large businesses Internal and external growth Globalisation Growth of MNC's and impact on the host country	Does China present the most important competitive threat or opportunity for global brands and MNC's?	Unit test
11	8 lessons	1.7 Organisational planning tools (HL)	Conceptual understanding with strategy	Fishbone Decision trees Force field analysis Gantt chart The value of these planning tools	Should intuition or gut feeling rather than quantitative techniques play a more significant role in business decision making?	Quiz on decision trees
11	3 lessons	The CUEGIS Course concepts		Presentation of these and beginning of the case study. The company (i.e. Nike) is chosen by the students and they will start researching it.		
11	4 lessons	3.1 sources of finance	Communication Collaboration	Role of finance Internal sources of finance External sources of finance Short medium and long-term finance Suitability of different sources for given situations	Does the lack of access to sources of finance for many businesses hinder their innovation?	Quiz on sources of finance
11	2 lessons	Internal assessment	Self management skills Research skills Inquiry	Introduction to the IA		
11	4 lessons	3.2 Costs and revenues	Conceptual understanding	Types of costs Total revenue and revenue streams	There is no role for imagination, memory, faith or intuition as Ways of Knowing about a firm's costs and revenues. Discuss	
11	4 lessons	3.3 Break-even analysis	Differentiated Teaching informed by assessment	Total contribution/contribution per unit Break-even chart Effects of changes in price or costs on BE Benefits and limitations of BE	Do theoretical models, such as break-even analysis, support or hinder our search for knowledge?	Past paper question on BE
11	8 lessons	3.4 Final accounts (some HL)	Research skills Teaching informed by assessment	Purpose of accounts Ethics of accounting Final accounts Types of intangible assets	Is it possible to know if the finances of a company are truly represented in the final accounts of a business?	Past paper question on final accounts

				Depreciation methods(HL) Strengths and weaknesses of different methods of depreciation (HL)		
11	5 lessons	3.5 Profitability and liquidity ratio analysis	Thinking skills Differentiated	Gross profit margin Net profit margin ROCE Strategies to improve the ratios Liquidity ratios Strategies to improve these ratios	Is the use of quantitative data and information more important than qualitative knowledge claims to managers	Quiz on ratios
11	2 lessons	3.6 Efficiency ratio analysis (HL)	Inquiry	inventory/stock turnover Debtor days Creditor days Gearing ratio Strategies to improve these ratios	Numbers can be manipulated in such a way that they can reveal any 'truth' that a manager wishes. To what extent do you agree with this statement?	
11	6 lessons	3.7 Cash flow	Teaching informed by assessment	Difference between profit and cash flow Working capital cycle Cash flow forecasts Relationship between investment, profit and cash flow Strategies for dealing with cash flow problems	To what extent to cash flow statements reveal the 'truth' about a business?	CUEGIS test
11	7 lessons	3.8 Investment appraisal (some HL)	Inquiry Social skills	Payback Average rate of return Net present value (HL)	Is there ever a case for a profit seeking business to pursue a project that has an expected negative net present value?	Quiz
11	4 lessons	3.9 Budgets (HL)	Communication Conceptual understanding\Teaching informed by assessment	Importance of budgets Difference between and roles of cost and profit centres Variances Role of budgets and variances in strategic planning	Is variance analysis an art or a science?	Mock Examination (May of year 11) on Section 1 and Section 3 -- Paper 2 style, including a CUEGIS question.
	2 lessons	Internal assessment	Self management skills Research skills Inquiry	Students try to finish 80% of their IA before the summer		
12	11 lessons	4.1 The role of marketing	Thinking skills Conceptual understanding	Marketing relationship with other business functions Marketing goods and marketing services Market orientation/product orientation	Given the diverse nature of international cultures and etiquette, can marketers ever know what is ethically	Quiz on role of marketing

				<p>Commercial marketing/social marketing</p> <p>Market characteristics</p> <p>Market share and market leadership</p> <p>Marketing objectives for for-profit and non-profit organisations</p> <p>Evolution of marketing strategies</p> <p>Influence of innovation, ethics and culture on marketing practices and strategies</p>	<p>right and what is ethically wrong?</p>	
12	6 lessons	4.2 Marketing planning	<p>Inquiry</p> <p>Research skills</p>	<p>Marketing plan and role of planning</p> <p>4 P's and marketing mix</p> <p>Effectiveness of 4 P's</p> <p>Target markets/market segments</p> <p>Niche marketing/mass marketing</p> <p>Consumer profiles</p> <p>Product positioning map</p> <p>USP</p> <p>How firms differentiate themselves</p>	<p>Why is the market price of diamonds so much higher than that of water, when diamonds are not necessary for human survival?</p>	<p>Past paper question</p>
12	6 lessons	4.3 Sales forecasting HL	<p>Teaching informed by assessment</p> <p>Differentiated</p>	<p>Extrapolation</p> <p>3 and 4 part moving averages</p> <p>Benefits/limitations of sales forecasting</p>	<p>Is sales forecasting an art or a science?</p> <p>Which way of knowing is of most significance when making sales forecasts - faith, intuition, memory or reasoning?</p>	<p>Past paper Quiz</p>
12	4 lessons	4.4 Market research	<p>Research skills</p> <p>Social skills</p> <p>Communication</p>	<p>Why and how market research is carried out</p> <p>Methods of market research</p> <p>Ethical considerations</p> <p>Qualitative/quantitative research</p> <p>Sampling methods</p> <p>Results from data collection</p>	<p>Given the complications of survey designs and sample size, can primary research data ever be truly reliable?</p> <p>When does academic research become accepted as knowledge?</p>	
12	10 lessons	4.5 The 4 P's	<p>Inquiry</p> <p>Local and global contexts</p> <p>Conceptual understanding</p>	<p>Product life cycle and marketing mix</p> <p>Extension strategies</p> <p>Product life cycle, investment, profit and cash flow</p> <p>Boston matrix</p> <p>Branding</p>	<p>Perrier claims that there are 50 million bubbles in its bottled water - does it matter that such a knowledge claim is made or should this statement be</p>	<p>Past paper question</p> <p>Quiz on 4 P's</p>

				Packaging Pricing strategies Promotion Impact of technology on promotional strategies Guerrilla marketing Importance of place Distribution channels	proved as fact? What is beauty? Are businesses that promote beauty products ultimately acting unethically?	
12	2 lessons	4.6 The extended marketing mix	Research skills Communication	People Processes Physical evidence The 7 P's in a service-based market	Can firms genuinely claim that they offer free delivery?	
12	3 lessons	4.7 International marketing (HL)	Local and global contexts Inquiry	Methods of entry to international markets Opportunities/threats of international markets Strategic and operational implications Role of cultural differences Impact of globalisation	To what extent does cultural tourism respect local cultures and promote societal norms and values?	
12	3 lessons	4.8 E-commerce	Teaching informed by assessment	Features of e-commerce Effect on the marketing mix Types of e-commerce Costs and benefits of e-commerce	Can customers ever truly 'know' that they have received value for money when buying goods and services?	Unit test
12	6 lessons	2.1 Functions and evolution of HRM	Conceptual understanding communication	Human resource planning and internal and external influences Labour turnover Recruitment Types of training Types of appraisal Dismissal and redundancy Changes in work patterns, practices and preferences Outsourcing, offshoring and reshoring Influence of innovation, ethics and culture on HR practices	Which of the ways of knowing is most dominant when dismissing workers? Why is it that despite having a lower average life expectancy no country allows men to retire earlier than women?	
12	9 lessons	2.2 Organisational structure	Inquiry Thinking skills Local and global contexts	Terminology in organisational structure Types of organisation charts Changes in organisational structures Impact of cultural differences and innovation in communication on communication in business	Management guru Peter Drucker said that the most important thing in communication is to hear what isn't being said. To what extent do you agree with this?	Quiz on organisational charts

12	4 lessons	2.3 Leadership and management	Collaboration	Key functions of management Management v leadership Leadership styles Influence of ethics and culture on leadership	Is it possible for employees to thrive under autocratic leadership? Do autocrats necessarily suppress creativity? Are paternalistic leaders more ethical than those who adopt a more autocratic, democratic or laissez-faire approach?	
12	16 lessons	2.4 Motivation	Communication Collaboration Research skills Self-management skills	Motivation theories Financial rewards Non-financial rewards Impact of financial and non-financial rewards	Is it possible to quantify motivation in the workplace in order to acquire knowledge of what motivates employees? Is motivation driven by ethics or by the lack of ethics?	Presentation on motivation theorist Past paper from paper 2 CUEGIS question
12	3 lessons	2.5 Organisational (Corporate) culture HL	Thinking skills Local and global contexts	Elements and types of organisational culture Cultural clashes within organisations How individuals influence culture and culture influences individuals	Since our own experiences and cultural background play a vital role in how and what we understand, discuss whether it is possible to have objective knowledge across different cultures	CUEGIS: change and culture at UWCT
12	8 lessons	2.6 Industrial/employee relations	Inquiry Collaboration Teaching informed by assessment	Role and responsibility of employee and employer representatives Relations methods used by employees and employers Sources of conflict and conflict resolution Resistance to change HR strategies for reducing resistance and impact of change Influence of innovation, ethics and culture on relations	How might emotions affect our perception on inequalities in the workplace? What are the knowledge issues involved in determining what is considered to be a reasonable salary to remunerate workers?	Unit test
12	2 lessons	5.1 The role of operations management	Research skills Conceptual understanding	Relationship with other business functions Ops management in organisations producing goods and/or services Ops management strategies for sustainability	If there is no universally agreed definition of 'human rights', can this ever be achieved globally for social	

					sustainability?	
12	2 lessons	5.2 Production methods	Social skills Local and global contexts	Types of production methods Most appropriate method	Can it ever be ethically correct for an innovative business to make people redundant in the process of adopting a capital-intensive business strategy?	
12	6 lessons	5.3 Lean production and quality management (HL)	Inquiry Collaboration	Features of lean production Methods of lean production Cradle to cradle Quality control and quality assurance Managing quality Impact of lean production and TQM National and international standards	How can national standards for health and safety be different in different countries?	Quiz
12	4 lessons	5.4 Location	Local and global contexts Communication	Reasons for a specific location Reorganising production nationally and internationally	To what extent do you think that a country's ability to develop depends on its willingness and ability to embrace globalisation?	
11	4 lessons	5.5 Production planning (HL)	Conceptual understanding	The supply chain process JIT and JIC Stock control charts Capacity utilisation rate Productivity rate CTB and CTM	Is built in obsolescence acceptable?	Quiz
11	3 lessons	5.6 Research and Development (HL)	Research skills Social skills	Importance of R and D Developing goods to address unmet needs Innovation Adaptive creativity and innovative creativity How change, culture and ethics impact on R and D	Does innovation determine the wealth of a country?	
11	4 lessons	5.7 Crisis management and contingency planning	Teaching informed by assessment	Difference between crisis management and contingency planning Factors that affect effective crisis management Advantages and disadvantages of contingency planning	Which ways of knowing do you think that business leaders use most when deciding how to deal with a crisis?	Unit test
	10 lessons	CUEGIS	Teaching informed by assessment Conceptual understanding	Introduction to CUEGIS Application to real world businesses Writing CUEGIS questions		Past papers

11	10 lessons	Case Study	Teaching informed by assessment	Introduction to the case study Preparation and analysis of the case study for paper 1		Past papers
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11	In lessons or weeks	From subject guide	Thinking Skills Communication skills Social skills Self-management skills Research skills Inquiry Conceptual understanding Local and global contexts Teamwork and collaboration Differentiated Informed by assessment	From subject guide	Ways of Knowing: Language Sense Emotion Reason Imagination Faith Intuition Memory Areas of Knowledge: Mathematics Natural sciences Human sciences History The arts Ethics Religious knowledge systems Indigenous knowledge systems	Used in the gradebook
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