



IB-Business Management

2nd Semester Examinations Information

Subject: **IB-Business Management**

Grade: **Grade 11 E/M**

Teacher: **Mais Jallad**

Examination information:

Unit 1: Business Organization's and Environment

- 1.1 *Introduction to business management:*
- 1.2 *Types of organization's*
- 1.3 *Organizations objectives.*
- 1.4 *Stakeholders.*
- 1.5 *External environment.*
- 1.6 *Growth and evaluation.*

Unit 2: Human Resource Management

- 2.1 *Functions and evolution of human resource management.*
- 2.2 *Organizational Structure.*
- 2.3 *leadership and management.*
- 2.4 *Motivations*

Unit 4: Marketing

- 4.1 *The role of marketing*
- 4.2 *Marketing planning*
- 4.4 *Market research*

4.5 The four Ps- Product, Price, Promotion and Place

4.8 E-commerce