



IB-Business Management

2nd Semester Examinations Information

Subject: **IB-Business Management**

Grade: **Grade 11 N/S**

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.
- 1.7 Organisational planning tools.

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

- 4.1 The role of marketing
- 4.2 Marketing planning

4.3 Sale Forecasting

4.4 Market research

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

4.6 The extended marketing mix of the seven Ps

4.8 E-commerce