

# Contents

## Topic 1: Introduction to Business management

1.1 What is a business? . . . . .	Chapter 1
1.2 Types of business entities . . . . .	Chapter 2
1.3 Business objectives . . . . .	Chapter 3
1.4 Stakeholders . . . . .	Chapter 4
1.5 Growth and evolution . . . . .	Chapter 5
1.6 Multinational companies (MNCs). . . . .	Chapter 6

## Topic 2: Human resource management

2.1 Introduction to human resource management . . . . .	Chapter 7
2.2 Organizational structure . . . . .	Chapter 8
2.3 Leadership and management . . . . .	Chapter 9
2.4 Motivation and demotivation. . . . .	Chapter 10
2.5 Organizational (corporate) culture (HL only) . . . . .	Chapter 11
2.6 Communication . . . . .	Chapter 12
2.7 Industrial/employee relations (HL only) . . . . .	Chapter 13

## Topic 3: Finance and accounts

3.1 Introduction to finance . . . . .	Chapter 14
3.2 Sources of finance. . . . .	Chapter 15
3.3 Costs and revenues. . . . .	Chapter 16
3.4 Final accounts. . . . .	Chapter 17
3.5 Profitability and liquidity ratio analysis . . . . .	Chapter 18
3.6 Debt/Equity ratio analysis (HL only) . . . . .	Chapter 19
3.7 Cash flow . . . . .	Chapter 20
3.8 Investment appraisal . . . . .	Chapter 21
3.9 Budgets (HL only) . . . . .	Chapter 22

## Topic 4: Marketing

4.1 The Role of Marketing. . . . .	Chapter 23
4.2 Marketing planning . . . . .	Chapter 24
4.3 Sales forecasting (HL only). . . . .	Chapter 25
4.4 Market research . . . . .	Chapter 26
4.5a The 7 Ps of the marketing mix - Product . . . . .	Chapter 27
4.5b The 7 Ps of the marketing mix - Price. . . . .	Chapter 28
4.5c The 7 Ps of the marketing mix - Promotion. . . . .	Chapter 29
4.5d The 7 Ps of the marketing mix - Place. . . . .	Chapter 30
4.5e The 7 Ps of the marketing mix - People. . . . .	Chapter 31
4.5f The 7 Ps of the marketing mix - Processes . . . . .	Chapter 32
4.5g The 7 Ps of the marketing mix - Physical evidence. . . . .	Chapter 33
4.6 International marketing (HL only) . . . . .	Chapter 34

## Topic 5: Operations management

5.1 The role of operations management	Chapter 35
5.2 Operations methods	Chapter 36
5.3 Lean production and quality management (HL only)	Chapter 37
5.4 Location	Chapter 38
5.5 Break even analysis	Chapter 39
5.6 Production planning (HL only)	Chapter 40
5.7 Crisis management and contingency planning (HL only)	Chapter 41
5.8 Research and Development (HL only)	Chapter 42
5.9 Management information systems (HL only)	Chapter 43

## Business Management Toolkit (BMT)

SWOT analysis	Chapter 44
Ansoff's matrix	Chapter 45
STEEPLE analysis	Chapter 46
BCG matrix	Chapter 47
Business plan	Chapter 48
Decision trees	Chapter 49
Descriptive statistics	Chapter 50
Circular business models	Chapter 51
Gantt charts (HL)	Chapter 52
Porter's generic strategies (HL)	Chapter 53
Hofstede's cultural dimensions (HL)	Chapter 54
Force field analysis (HL)	Chapter 55
Critical path analysis (HL)	Chapter 56
Contribution (analysis) (HL)	Chapter 57
Simple linear regression (HL)	Chapter 58
Concept based learning	Chapter 59
Internal assessment	Chapter 60
External assessment	Chapter 61
Extended essay	Chapter 62