

## Summary

### 1.3 Organisational Objectives

Subject	Year	Start date	Duration
Business Management	IB1	Week 3, September	<b>2 weeks</b> 8 hours

#### Course Part

Unit 1: Business Organization and Environment

#### Description

**By the end of this Subtopic 1.3 - Organisational objectives, you should be able to:**

- Define the following terms:
  - Vision statement
  - Mission statement
  - Aims
  - Objectives
  - Strategies
  - Tactics
  - Corporate social responsibility (CSR)
  - SWOT analysis
  - Ansoff matrix
- Distinguish between a vision statement and a mission statement.
- Compare and contrast aims and objectives.
- Discuss how an organisation's strategies and tactics may help it accomplish its aims and objectives.
- Examine to what extent is it essential for a given organisation to change objectives and innovate.
- State an ethical objective.
- Describe an organisation's CSR policies.
- Examine the reasons why an organisation sets ethical objectives and the impact of implementing them.
- Discuss the evolving role and nature of CSR.
- Prepare a SWOT analysis of a given organisation.
- Evaluate an organisation's competitive position using a SWOT analysis.
- Draw an Ansoff matrix for a given organisation.
- Recommend strategies for a given organisation based on the Ansoff matrix.

## Inquiry & Purpose

### Inquiry / Higher Order Questions

#### Type

#### Inquiry Questions

**Concept-based**

What needs to be true for ethical objectives to contribute to good strategy? What needs to be true for business strategy to be ethically laudable?

## Curriculum

### Aims

Empower students to think critically and strategically about individual and organizational behaviour

### Objectives

#### **Demonstrate application and analysis of**

business decisions by explaining the issue(s) at stake, selecting and interpreting data, and applying appropriate tools, techniques, theories and concepts

#### **Demonstrate a variety of appropriate skills to**

select and use business material, from a range of primary and secondary sources

### Concepts

Ethics:

Every business decision has moral implications. These consequences can be significant for internal and external stakeholders and the natural environment.

## ATL Skills

### Approaches to Learning



#### **Social**

- In this unit, we will

have students work in small groups

allocate, or ask students to allocate among themselves, different roles in a classroom discussion or activity



#### **Self-management**

- In this unit, we will

set deadlines for students to meet

require students to revise and improve on work previously submitted

## Developing IB Learners

### Learner Profile



Caring

IB DP Business Management Ms Wood 2020 - 2022 (IB1)



Balanced