

## Summary

### 1.5 External Environment

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

Course Part

Unit 1: Business Organization and Environment

## Inquiry & Purpose

### Inquiry / Higher Order Questions

Type	Inquiry Questions
<b>Skills-based</b>	Most businesses desire to expand. What motivates the growth of a social organization like business?

## Curriculum

### Aims

Encourage a holistic view of the world of business

### Objectives

**Demonstrate knowledge and understanding of**

real-world business problems, issues and decisions

**Demonstrate synthesis and evaluation of**

business strategies and practices, showing evidence of critical thinking

### Syllabus Content

#### Unit 1: Business organization and environment

1.5 External environment

STEEPLE analysis of a given organization

Consequences of a change in any of the STEEPLE factors for a business's objectives and strategy


### Concepts

Ethics:

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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**



**Research**

- In this unit, we will

assign a task that required students to use the library

discuss or model the importance of academic honesty and clear acknowledgment of sources

 **Developing IB Learners**

 **Learner Profile**



Inquirers



Reflective