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

📖 Summary

5.6 Research and Development (HL)

Subject	Year	Start date	Duration
Business Management	IB1	Week 3, June	`1 week` 4 hours

Course Part
Unit 5: Operations Management

Description
By the end of this *Subtopic 5.6 - Research and Development*, you should be able to:

- Evaluate the importance of research and development.
- Explain the importance of developing products that meet customers' unmet needs.
- Distinguish between creativity and innovation.
- Explain the following types of creativity:
  - Adaptive creativity
  - Innovative creativity.
- Explain the following types of innovation:
  - Product innovation
  - Process innovation
  - Positioning innovation
  - Paradigm innovation.
- Discuss how the following may influence research and development practices in an organisation: pace of change in an industry; organisational culture; ethical considerations.

📚 Inquiry & Purpose

❓ Inquiry / Higher Order Questions

Type	Inquiry Questions
Skills-based	Can one make an argument that the more people's needs and wants are met, the more difficult innovation is?

🔍 Curriculum

⊕ Aims

Develop an awareness in the student that human attitudes and beliefs are widely diverse and that the study of society requires an appreciation of such diversity

Promote the importance of exploring business issues from different cultural perspectives

◇ Objectives

Demonstrate synthesis and evaluation of

business decisions, formulating recommendations

Demonstrate a variety of appropriate skills to

produce well-structured written material using business terminology

📑 ATL Skills

👨‍🏫 Approaches to Learning

⚙️ **Thinking**

- In this unit, we will

help students to make their thinking more visible (for example, by using a strategy such as a thinking routine)

include a reflection activity

📖 **Research**

- In this unit, we will

require students to practise effective online search skills (for example, use of Booleans and search limiters)

👨‍💼 Developing IB Learners

☆ Learner Profile

Open-minded

Risk-takers (Courageous)