

Business & Management

Nature of Business and Management

The Diploma Programme Business and Management course is designed to develop an understanding of business theory, as well as an ability to apply business principles, practices and skills. The application of tools and techniques of analysis facilitates an appreciation of complex business activities. The course considers the diverse range of business organizations and activities and the cultural and economic context in which business operates. Emphasis is placed on strategies decision-making and the day-to-day business functions of marketing, production, human resource management and finance. Links between the topics are central to the course, and this integration promotes a holistic overview of business activity.

The course aims to help students understand the implications of business activity in a global market. It is designed to give students an international perspective of business and to promote their appreciation of cultural diversity through the study of topics like international marketing, human resource management, growth and business strategy.

Teaching Approach

The teaching of IB Business Management is deeply rooted in the relationship between concepts, the contexts and the content of the syllabus. The concepts of change, culture, ethics, globalization, innovation, and strategy are fixed in the learning of the tools, techniques and theories of the subject. Students are then required to apply this knowledge and understanding to case studies and real-world examples. It is believed this is the best way, outside of working in the field itself, for the students to obtain a holistic and integrated appreciation of business management. This course is not only ideal for those wishing to complete tertiary studies in Commerce or a business related field, but also installs in each graduate the higher order thinking skills to be successful in any course at university level and those contemplating the workforce immediately after completion.

Where does it lead to?

Graduates of Business Management are 'able to make ethically sound and well-informed decisions, appreciate the pace, nature and significance of change, think strategically, and undertake long term planning, analysis and evaluation' and develop financial analysis skills. With these skills and a thorough understanding of business theories, students are able to pursue a range of tertiary courses other than commerce.