

Added to SL Syllabus

Business Organization & Environment

HL Topics Now Taught as SL	Notes	New SL Topics	Notes
Public-private partnerships		Impact of sectoral change on business activity	
The evolving role and nature of CSR.		The role of <u>intrapreneurship</u> in overall business activity	
		Cooperatives	
		Microfinance Providers	
		The need for organizations to change the objectives and innovate in response to changes in internal and external environments	
		STEEPLE	Not necessarily a change - but no PEST Analysis listed; only reference to STEEPLE

Human Resources

HL Topics Now Taught as SL	Notes	New SL Topics	Notes
Outsourcing, offshoring and re-shoring as human resource strategies.		Training: on the job, off the job, cognitive & behavioral	More detail than in former SL syllabus
Bureacracy		Appraisal: formative, summative, 360-degree feedback, self appraisal	More detail than in former SL syllabus
Centralization, decentralization		How innovation, ethical considerations and cultural differences may influence human resource practices and strategies in an organization.	
Adams Equity Theory		De-layering	
		Types of organizational charts: by product, by function, by region	Topic expanded from flat/tall
		Changes in organizational structures (such as project-based organization, Handy's "Shamrock Organization"	
		How cultural differences adnd innovation in communcation technologies may impact on communication in an organization	
		Paternalistic (leadership style)	Many taught in the past although not on syllabus.
		How ethical considerations and cultural differences may influence leadership and management styles in an organization	

		Pink (motivational theorist)	
		Job rotation (non-financial motivation)	Many taught in the past although not on syllabus.
		Purpose/the opportunity to make a difference (non-financial motivation)	
		How financial and non-financial rewards may affect job satisfaction, motivation and productivity in different cultures	

Finance and Accounts

HL Topics Now Taught as SL	Notes	New SL Topics	Notes
Different types of intangible assets		The principles and ethics of accounting practice	
Target profit output, target profit, target price	As part of break even moved from Ops Mgmt section	The relationship between investment, profit and cash flow	
The effects of changes in price or cost on the break-even quantity, profit and margin of safety, using graphical and quantitative methods			
The benefits and limitations of break-even analysis			

Marketing

HL Topics Now Taught as SL	Notes	New SL Topics	Notes
The following methods of sampling: quota, random, stratified, cluster, snowballing, convenience		Characteristics of the market in which an organization operates	May have been taught under other title in past syllabus
Pricing strategies: psychological, loss leader, price discrimination, predatory		The importance of market share and market leadership	May have been taught under other title in past syllabus
		How marketing strategies evolve as a response to changes in customer preferences	
		How innovation, ethical considerations and cultural differences may influence marketing practices and strategies in an organization.	
		The impact of changing technology on promotional strategies (such as viral marketing, social media marketing and social networking)	
		Guerilla marketing and its effectiveness as a promotional method	
		The effects of changing technology and e-commerce on the marketing mix	
		Consumer to consumer (C2C)	

Operations Management

HL Topics Now Taught as SL	Notes	New SL Topics	Notes
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Cellular manufacturing		Operations and its relationship with other business functions	May have been taught under other title in past syllabus
The following ways of re-organizing production, both nationally and internationally: outsourcing/subcontracting, offshoring, insourcing		Operations management in organizations producing goods and/or services	May have been taught under other title in past syllabus
		Operations management strategies and practices for ecological, social (human resource) and economic sustainability	

Removed from SL Syllabus

SL Topics Now Taught as HL	Notes	No longer found in SL syllabus	Notes
Gearing ratio		Regional trading blocs	
3 Ps of service	SL includes differences between marketing for goods and services, however HL topics seem to cover in greater depth	Communication (2.3)	Communication is mentioned in other HR areas but not in the detail laid out in current unit 2.3
Methods of entry into international markets		McGregor (motivation theorist)	
Quality assurance (unit 5.4)		Classification of products (line, range & mix)	May be included in another topic/title
Stock control: just in time, just in case		Critical path analysis	