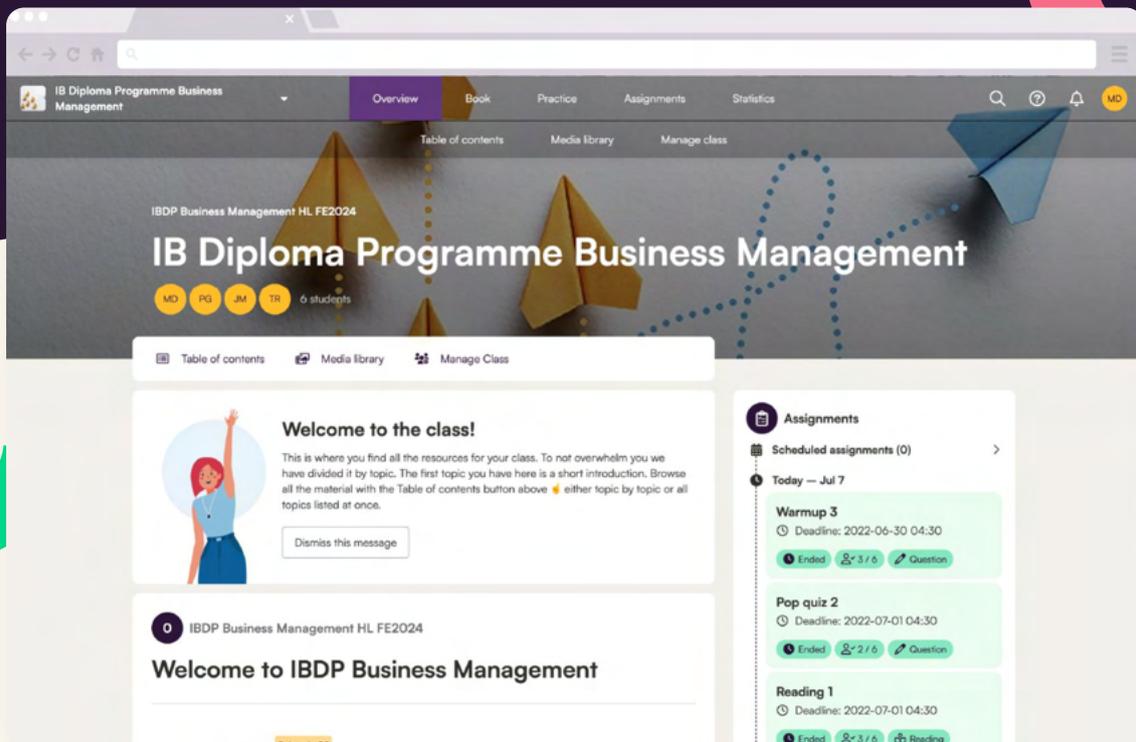




IBDP Business Management

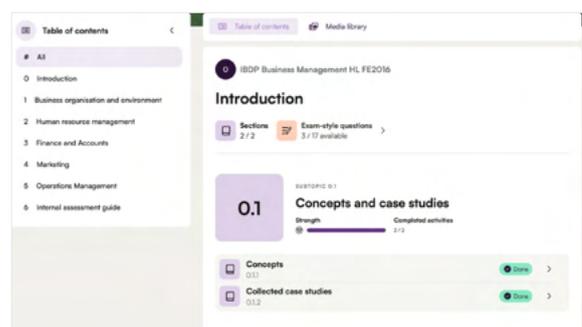
Kognity is proud to be the IB's first ever digital-only publishing partner, developing a first of its kind, comprehensive resource for Business Management.

Our IBDP Business Management SL / HL supports the full DP syllabus for the first examinations from 2024.



Key Features

In addition to the fully syllabus-aligned book, Kognity Business Management includes a detailed support guide for the Internal Assessment as well as a fully-equipped practice centre.



Kognity's Business Management contains clear links to TOK. These are brought to the forefront with useful prompts and reminders that can be found consistently throughout each section.



Theory of Knowledge

Business angels rely on their intuition, whereas bank managers use logic. To what extent do you agree with this statement?

Graphs, diagrams, illustrations, photos and videos add a visual perspective to key concepts of the syllabus and can be found throughout all sections of Kognity's Business Management.

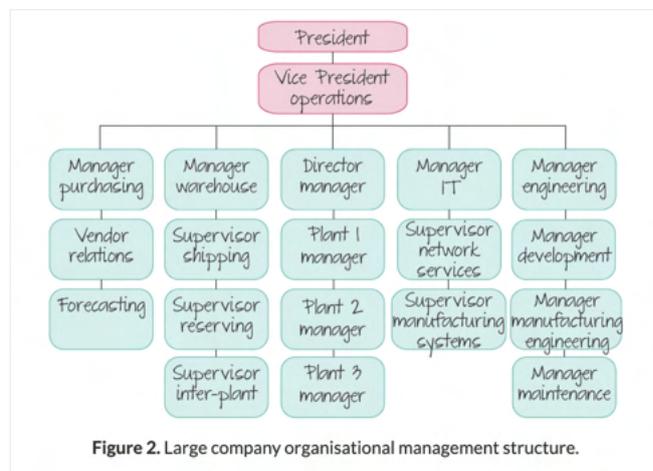


Figure 2. Large company organisational management structure.

Kognity Business Management contains a wide variety of highly relevant case studies that make clear connections to key concepts. They also have an international focus, making it clear that all aspects of Business Management need to be considered in an international context.

Case study

Apple's Cash Mountain

It is widely known that Apple Inc is one of the largest companies in the world when measured by market capitalisation (the total value of all the company's shares). The company generates massive annual profits due to the popularity of its iPhones, iPads and Macs. You might think that Apple shareholders receive these profits in the form of large dividend payments, but you'd be wrong. Most of this cash is not paid to shareholders; instead, the company chooses to keep the money as retained profits. A company's accumulated retained profits are called reserves. In 2016, Apple's reserves were more than \$215 billion, roughly equivalent to Britain's annual spending on education and housing combined!

1. Explain a likely corporate objective Apple may have based on the information above.
2. Besides paying dividends to shareholders, describe the benefits of one alternate use of the company's reserves.

Concept

Organisational culture is very important for the success of a business. Strong companies which operate on the global market successfully, such as IKEA, exhibit an organisational culture where the focus is on the employees and their further professional development. IKEA has been very successful in its strategic growth into international markets and adjusting its organisational culture to the needs of the local employees. As a company focused on providing household furnishing solutions and the cosiness of home to its customers, IKEA has aimed to make its employees feel inspired and helpful to each other.

1. How does globalisation affect the organisational culture of multinational companies?
2. To what extent is the organisational culture of a company a reflection of its organisational structure?
3. What is the role of managers in establishing values and principles in an organisation?