

Business Management

for the IB Diploma

Second edition

Peter Stimpson and Alex Smith

This stimulating, student-centred coursebook offers comprehensive coverage of the Business Management syllabus for the International Baccalaureate (IB) Diploma Programme for first examination in 2016, including Standard and Higher level topics.

Clear, simple language makes the text accessible to students of all abilities. The content is tailored to the requirements and assessment objectives of the syllabus and encourages an international focus with case studies, examples and data from countries around the world.

The coursebook contains:

- A wide range of case studies with questions allowing students to develop skills of analysis, evaluation and application of business concepts.
- A focus on the new key concepts at the start and end of each chapter.
- Definitions of key business terms displayed alongside the text for easy reference.
- Exam-style questions at the end of each chapter offering valuable exam practice.
- A final exam skills chapter with practical advice on assessment, exam techniques and tackling the pre-issued case study and extended essay.



Peter Stimpson has 40 years' experience in teaching Business Studies and Economics. He is a senior examiner for several major exam boards and also trains international teachers in syllabus development, teaching methods and examination skills. He is the author of numerous Business Management textbooks.

Alex Smith teaches Economics and Business Management at one of the UK's leading IB schools. He has taught these syllabuses for 25 years.

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