

BLOCK	SUBJECT	TOPIC	A LEVEL	IB	RECOMMENDED MATERIALS
Economics and Finance	Microeconomics	How market works	Scarcity, choice and opportunity cost Positive and normative statements Demand and Supply Curve	The nature of markets The law of demand and the demand curve The non-price determinants of demand Movements along and shifts of the demand curve Linear demand functions (equations), demand schedules and graphs	
		The Economics of Public Sector	Interaction of demand and supply Market equilibrium and disequilibrium Price elasticity, income elasticity and cross-elasticities of demand	The law of supply and the supply curve The non-price determinants of supply Movements along and shifts of the supply curve Linear supply functions, equations and graphs Equilibrium and changes to equilibrium Calculating and illustrating equilibrium using linear equations Resource allocation	
		Firm Behavior and the Organization of Industry	Maximum and minimum prices Consumer and producer surplus Taxes (direct and indirect) Subsidies	Price elasticity of demand (supply) and its determinants Applications of price elasticity of demand (supply) Cross price elasticity of demand and its determinants Income elasticity of demand and its determinants Price ceilings (maximum prices): rationale, consequences and examples Price floors (minimum prices): rationale, consequences and examples Consumer surplus & Producer surplus Market failure as a failure to allocate resources efficiently Externalities Asymmetric information Tax incidence and price elasticity of demand and supply	
		Market Structure	Transfer payments Direct provision of goods and services Nationalisation and privatisation Efficient resource allocation Externalities and market failure Policies to achieve efficient resource allocation and correct market failure Social costs and benefits; cost-benefit analysis Classification of goods and services Factors of production Production possibility curves Resource allocation in different economic systems and issues of transition Types of cost, revenue and profit, short-run and long-run production Types of cost, revenue and profit, short-run and long-run production Different market structures		
	Macroeconomics	GDP and Economic Growth		Measures of economic activity: gross domestic product (GDP), and gross national product (GNP) or gross national income (GNI) The meaning, causes and consequences of economic growth The AD curve The components of AD The determinants of AD curve The meaning of aggregate supply Alternative views of aggregate supply Shifting the aggregate supply curve over the long term Sources of government revenue Types of government expenditures Fiscal policy and short-term demand management Fiscal policy and its impact on potential output Evaluation of fiscal policy Interest rate determination and the role of a central bank Monetary policy and short-term demand management Monetary policy and inflation targeting Evaluation of monetary policy Supply-side policies and the economy Investment in human capital, new technology and infrastructure Industrial policies Policies to encourage competition Labour market reforms Incentive-related policies The strengths and weaknesses of supply-side policies	
		Aggregate Demand and Aggregate Supply Curve			
		IS-LM Model			
		Fiscal and Monetary Policy	Economic growth, economic development and sustainability National Income statistics Money supply (theory) The demand for money and interest rate determination Aggregate Demand (AD) and Aggregate Supply (AS) analysis Types of policy: fiscal policy, monetary policy, and supply side policy Effectiveness of policy options to meet all macroeconomic objectives		
	International Trading and Global Economics	Balance of Payments	The meaning of the balance of payments The components of the balance of payments accounts The relationships between the accounts The relationship between the current account and the exchange rate Implications of a persistent current account deficit Methods to correct a persistent current account deficit The relationship between the current account and the exchange rate Determination of freely floating exchange rates Causes of changes in the exchange rate The effects of exchange rate changes The benefits of trade Absolute and comparative advantage The meaning of FDI and MNCs Advantages and disadvantages of FDI for economically less developed countries	Balance of payments Policies to correct balance of payments disequilibrium Exchange rates Principles of absolute and comparative advantage Policies towards developing economies; policies of trade and aid	
		Exchange Rate			
		Foreign Direct Investment			
		International Trade			
	Basics of Insurance and Risk Management	Risk and Risk Management Loss Control, Diversification and Risk Transfer Principles of Insurance Insurance Contract Types of Insurance Regulations on Insurance Risk Management Process	/	/	Insurance: Concepts & Coverage: Property, Liability, Life, Health and Risk Management by Marshall Wilson Reavis III PhD
	Investment Instruments & Activities in Financial Industry	Bonds Stocks Futures, Swaps and Derivatives Interest Rates and Discount Rates	/	/	Yale University Open Course: Financial Markets by Robert Shiller Course Link: https://www.bilibili.com/video/av20013870/

Marketing	Global Marketing	Market Research	Primary and secondary research Methods of information gathering Sampling methods Market research results Cost effectiveness	The role of marketing Market Research	
		Market Planning	Market planning Product development Forecasting Coordinated marketing mix	Marketing planning	
		The 4Ps	The 4Ps The role of the customer (the 4Cs) Product Life Cycle Types of pricing strategies	Product Price Promotion Place (distribution)	
		Marketing Mix of 7Ps	Promotion methods	/	
		International Marketing	Globalisation Strategies for international marketing	International marketing E-commerce	
Management	Business Fundamentals	Business Activity	Enterprise Business Structure Size of Business Business Objectives Stakeholders in a business External influences on business activity	Nature of business activity Types of organization Organizational objectives Stakeholders External environment Organizational planning tools Growth and evolution Change and the management of change Globalization	
		Business Procedure			
		Enterprise and the External Environment			
		Objectives and Stakeholders in Business			
	Human Resource Management	Organizational Structure	Management and leadership Motivation Human resource management (HRM) Organisational structure Business communication	Human resource planning Organizational structure Communication Leadership and management Motivation Organizational and corporate cultures Employer and employee relations Crisis management and contingency planning	
		Leadership			
		Business Communication			
		Recruitment			
		Motivation			
	Operations Management	Employer and Employee Relationships			
		Staff Training			
		Production Planning	The nature of operations Operations planning Inventory management Capacity utilisation Lean production and quality management Project management	Production methods Costs and revenues Break-even analysis Quality assurance Location Production planning Project management	
		Inventory Management			
		Project Management			
	Financial Management	Costs, Revenues and Break-even Analysis		Sources of finance Costs and revenues Break-even analysis Final accounts Profitability and liquidity ratio analysis Efficiency ratio analysis Cash flow Budgets	
		Sources of Finance			
		Accounting Fundamentals			
		Budgeting, Forecasting and Cash Flow Management			
	Strategic Management	Strategic Analysis	What is strategic management? SWOT analysis PEST or External Environment analysis Business vision/mission statement and objectives Boston Matrix Porter's Five Forces Core Competencies	/	
		Strategic Choice (Decision Making)	The Ansoff Matrix Force Field Analysis Decision trees	/	

		Strategic Implementation	Business plans Corporate culture and strategic implementation Developing a change culture Managing and controlling strategic change Contingency planning and crisis management	/	
Entrepreneurship	Business Plan	Key Elements of Business Plans			
		Structure and Format of Business Plans			
		How to deliver or present Business Plans			
		How to cope with challenging questions from potential investors			