



Dear IB Business Management Students,

We hope this message finds you well and ready for a restful and enjoyable summer break. As you prepare for the start of Year 1 in the IB Business Management program, we'd like to share some helpful guidance and suggestions to support your success in the year ahead.

Get a Head Start: What to Expect

IB Business Management explores how organizations operate in an increasingly global environment. You'll analyze real-world business decisions, evaluate strategies, and learn how firms manage people, resources, marketing, finance, and operations. This course builds critical thinking, ethical reasoning, and decision-making skills—all valuable for future studies and careers.

Suggested Summer Tasks:

1. Explore Basic Business Concepts

Familiarize yourself with core ideas such as:

- **Business organization types** (sole trader, partnership, company)
- **Business functions** (HR, finance, marketing, operations)
- **Stakeholders and objectives**
Use YouTube, BBC Bitesize, or Investopedia to learn through videos or short articles.

2. Stay Informed with Business News

Begin following stories from reliable sources such as:

- BBC Business
 - The Economist (student subscription available)
 - Financial Times
- Choose one story each week and summarize the key business issue, stakeholders involved, and possible decisions.

3. Recommended Reading (Optional)

These books and podcasts offer valuable insights into business thinking:

- *Shoe Dog* by Phil Knight
- *How I Built This* (Podcast by Guy Raz)
- *Thinking, Fast and Slow* by Daniel Kahneman
- *Business Adventures* by John Brooks

4. Learn Key IB Business Terms

Start a glossary of key terms such as:

- **Economies of scale**
- **Corporate Social Responsibility (CSR)**
- **SWOT analysis**
- **Profit vs. cash flow**
- **Market segmentation**

This will help you feel more confident when we begin using them regularly in class.

5. Be Curious and Make Connections

If you or someone in your family runs a small business or works in an organization, ask them about their role and how the business makes decisions. Real-world insight will help you relate better to the course material.

6. Get Organized

Prepare a dedicated folder (digital or physical) for Business Management. Sections could include:

- Notes
- Case studies
- Key terms
- Exam command terms (e.g., “discuss,” “evaluate,” “recommend”)

A Note on Success in IB Business

This course rewards effort, curiosity, and critical thinking. By starting the year with a basic foundation and a willingness to ask questions and connect classroom content to the real world, you’ll be set up for success.

Enjoy Your Summer

Most importantly, take time to relax and recharge. Whether it’s through reading business articles, watching entrepreneurial documentaries (*Shark Tank*, *Inside Bill’s Brain*), or simply observing how businesses operate around you, keep your eyes open and your curiosity alive.

We look forward to working with you next year as we explore the fascinating world of business together.

Warm regards,

Mr. Van Blijenburgh