

IB Business and Management Course Companion (IB Diploma Programme)

By Paul Clark, Peter B. Golden, Mark O'Dea



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Developed in collaboration with the International Baccalaureate Organization, Oxford's Course Companions provide extra support for students taking IB Diploma Programme courses. They present a whole-course approach with a wide range of resources, and encourage a deep understanding of each subject by making connections to wider issues and providing opportunites for critical thinking. With features and activities that encourage active learning and critical thinking, this book will improve skills across a range of areas. This Course Companion places the subject in a broader context, with features about famous figures in business and management, as well as a strong emphasis on Theory of Knowledge. International case studies are used to enhance the syllabus content and bring the real world consequences of business to light. Group and individual activities and a bank of examination-style questions are also included.

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Editorial Review

Review

The Oxford IB course books are the best ever resource for both teachers and students. They are practical, insightful and fully in line with the IB Course outcomes. Pat Hanson, IB Coordinator, Academy of the Holy Cross, USA All of the Oxford IB course books are terrific. Carolyn Hawkins, IB Coordinator, Cookeville High School, USA We have adopted most of the Oxford course books for our school. We find them well written, well linked to TOK issues and age appropriate. Sheta Saha, IB Coordinator, Chatsworth International School, Singapore

About the Author

Paul Clark, Peter Golden, Mark O'Dea, Phil Woolrich, John Weiner, and Jorge Olmos are all well-respected OUP authors.

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