

INTERNATIONAL BUSINESS OLYMPIAD

LEARNING SYLLABUS

Chapter 1 - Financial Management

Financial Statements

- Income Statement
 - Revenues and Sales
 - Cost of Goods Sold (COGS)
 - Gross Profit
 - Operating Expenses (SG&A)
 - Operating Income
 - Non-Operating Items (Interest, Taxes)
 - Net Income
- Balance Sheet
 - Assets
 - Liabilities
 - Equity
- Cash Flow Statement
 - Operating Activities
 - Investing Activities
 - Financing Activities

Financial Ratios and Analysis

- Liquidity Ratios
 - Current Ratio
 - Quick Ratio
- Profitability Ratios
 - Gross Profit Margin
 - Return on Equity (ROE)
- Solvency Ratios
 - Debt to Equity Ratio
- Efficiency Ratios
 - Inventory Turnover
 - Receivables Turnover

Budgeting and Forecasting

- Types of Budgets
 - Operating Budget
 - Capital Budget
 - Cash Budget
- Variance Analysis
 - Types of Variances

- Analyzing Variance Causes
 - Management Actions Based on Variance Analysis
- Financial Forecasting Techniques
 - Trend Analysis
 - Regression Analysis
 - Scenario Planning

Chapter 2 - Marketing and Sales

Marketing Fundamentals

- Market Research and Analysis
 - Types of Market Research
 - Market Analysis Techniques
 - Segmentation and Targeting
- Marketing Mix (4 Ps)
 - Product
 - Price
 - Place
 - Promotion
- Consumer Behavior and Buying Decisions
 - Consumer Decision-Making Process
 - Factors Influencing Consumer Behavior
 - Buying Decision Models

Sales Strategies

- Sales Planning and Management
 - Sales Strategy Development
 - Sales Process Management
 - Sales Performance Evaluation
- Sales Channels and Distribution
 - Sales Channels
 - Distribution Strategies
 - Channel Partner Management
- Customer Relationship Management (CRM)
 - CRM Systems and Tools
 - CRM Strategies
 - Measuring CRM Effectiveness

Digital Marketing

- Online Marketing Tools and Platforms
 - Website Marketing
 - Email Marketing
 - Online Advertising
- Social Media Marketing
 - Social Media Platforms

- Content Creation and Management
 - Social Media Analytics
- Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising
 - SEO
 - PPC Advertising
 - SEO and PPC Integration

Chapter 3 - Entrepreneurship

Understanding Entrepreneurship

- Definition and Types of Entrepreneurs
 - Definition of Entrepreneurship
 - Types of Entrepreneurs
- Business Ideas and Opportunities
 - Generating Business Ideas
 - Evaluating Business Opportunities
- The Entrepreneurial Process
 - Idea Validation
 - Start-Up Phase
 - Launch and Early Operations

Business Planning and Development

- Writing a Business Plan
 - Components of a Business Plan
 - Business Plan Development Process
- Business Model Canvas
 - Key Components
 - Using the Canvas
- Financing Options for Startups
 - Types of Financing
 - Funding Strategies

Growth and Scaling

- Strategies for Growth
 - Market Expansion
 - Product Line Expansion
 - Strategic Partnerships and Alliances
- Managing Business Expansion
 - Scaling Operations
 - Organizational Structure
 - Financial Management
- Innovation and Adaptation
 - Driving Innovation
 - Adapting to Market Changes
 - Continuous Improvement

Chapter 4 - Administration & Management

Human Resource Management

- Recruitment and Selection
 - Recruitment Process
 - Selection Process
 - Hiring and Onboarding
- Training and Development
 - Training Needs Analysis
 - Training Methods
 - Development Programs
- Performance Management
 - Performance Appraisal
 - Performance Metrics
 - Managing Underperformance

Employee Relations

- Workplace Culture and Ethics
 - Developing Workplace Culture
 - Ethical Practices
 - Diversity and Inclusion
- Conflict Resolution
 - Types of Workplace Conflicts
 - Conflict Resolution Techniques
 - Handling Complaints and Grievances
- Compensation and Benefits
 - Compensation Structures
 - Benefits Administration
 - Compensation Management

Operations Management

- Process Analysis and Improvement
 - Process Mapping and Analysis
 - Process Improvement Techniques
 - Implementing Changes
- Inventory Management
 - Inventory Control Systems
 - Inventory Optimization
 - Managing Supply Chain Inventory
- Supply Chain Optimization
 - Supply Chain Design
 - Supply Chain Management Strategies
 - Performance Measurement

Project Management

- Project Planning and Scheduling
 - Project Scope and Objectives
 - Project Scheduling
 - Resource Allocation
- Risk Management
 - Identifying Risks
 - Risk Analysis and Evaluation
 - Risk Mitigation Strategies
- Project Evaluation and Control
 - Project Monitoring
 - Project Control
 - Project Closure

Chapter 5 - Global Business

International Trade and Globalization

- Trade Theories and Policies
 - Classical Trade Theories
 - Modern Trade Theories
 - Trade Policies
- Global Market Entry Strategies
 - Exporting
 - Licensing and Franchising
 - Joint Ventures and Strategic Alliances
 - Wholly Owned Subsidiaries
- Trade Agreements and Economic Blocs
 - Types of Trade Agreements
 - Economic Blocs
 - Impacts of Trade Agreements

Cross-Cultural Management

- Cultural Differences and Business Practices
 - Understanding Cultural Dimensions
 - Cultural Norms and Values
 - Adapting Business Practices
- Managing International Teams
 - Team Dynamics and Communication
 - Leadership and Motivation
 - Performance Management
- Ethical Issues in Global Business
 - Ethical Challenges
 - Corporate Social Responsibility (CSR)
 - Regulatory Compliance

Global Business Strategy

- Global Market Analysis
 - Market Research Techniques
 - Competitive Analysis
 - Market Entry and Expansion Planning
- Competitive Strategy in International Markets
 - Strategic Approaches
 - Market Positioning
 - Adapting Competitive Strategies
- Managing Global Supply Chains
 - Supply Chain Design
 - Supply Chain Management
 - Risk Management

Chapter 6 - Strategic Planning and Decision Making

Strategic Planning

- Vision, Mission, and Strategic Objectives
 - Vision Statement
 - Mission Statement
 - Strategic Objectives
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Strategic Formulation and Implementation
 - Strategic Formulation
 - Strategic Implementation
 - Monitoring and Evaluation

Competitive Strategies

- Types of Competitive Strategies
 - Cost Leadership
 - Differentiation
 - Focus
- Competitive Advantage and Positioning
 - Competitive Advantage
 - Market Positioning
- Strategic Alliances and Mergers & Acquisitions
 - Strategic Alliances
 - Mergers and Acquisitions

Decision Making

- Decision-Making Models and Techniques
 - Rational Decision-Making Model

- Bounded Rationality Model
 - Intuitive Decision-Making
- Risk Assessment and Management
 - Risk Identification
 - Risk Analysis
 - Risk Management Strategies
- Strategic Decision Implementation
 - Action Planning
 - Execution and Monitoring
 - Review and Adjustment

Innovation and Change Management

- Innovation Strategies
 - Types of Innovation
 - Innovation Management
 - Implementing Innovation
- Change Management Models
 - Lewin's Change Management Model
 - Kotter's 8-Step Change Model
 - ADKAR Model
- Managing Organizational Change
 - Change Implementation
 - Supporting Employees
 - Evaluating Change Effectiveness

Chapter 7 - Business Ethics and Corporate Social Responsibility (CSR)

Business Ethics

- Ethical Decision Making
 - Ethical Frameworks
 - Decision-Making Processes
 - Ethical Culture and Training
- Ethical Issues in Business
 - Common Ethical Issues
 - Industry-Specific Ethical Issues
 - Resolving Ethical Issues
- Corporate Governance
 - Governance Structures
 - Governance Principles
 - Regulations and Compliance

Corporate Social Responsibility (CSR)

- CSR Concepts and Practices
 - Definition and Scope
 - CSR Strategies

- CSR Best Practices
- Environmental and Social Impact
 - Environmental Impact
 - Social Impact
 - Impact Assessment and Reporting
- Stakeholder Engagement and Reporting
 - Stakeholder Identification and Analysis
 - Engagement Strategies
 - Reporting and Accountability

Sustainability in Business

- Sustainable Business Practices
 - Resource Efficiency
 - Sustainable Supply Chains
 - Product and Service Sustainability
- Green Business Models
 - Eco-Friendly Business Models
 - Green Certifications and Standards
 - Innovation for Sustainability
- Long-Term Value Creation
 - Strategic Value of CSR and Sustainability
 - Financial Performance and Sustainability
 - Future Trends and Opportunities