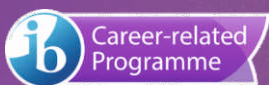


Business Administration Programme



IBCP

International Baccalaureate
Career Related Programmes
for **Grade XI & XII**



**ASPEE
NUTAN
ACADEMY**

www.aspeenutanacademy.org

"Aspee Nutan Academy is a candidate school" for the CP. This school is pursuing authorization as an IB World School. IB World Schools share a common philosophy: a commitment to high-quality, challenging, international education that we believe is important for our students."



"In the dynamic and ever-changing landscape of our world, where the future is undergoing profound transformations, Aspee Nutan Academy remains steadfast in its dedication to fostering and supporting this growth. We acknowledge the potential obsolescence of traditional curricula and educational boards and, in response, have taken decisive measures to introduce innovative programmes and curricula tailored to the evolving needs of future citizens.

In my capacity as the Chairman of this esteemed institution, I am delighted to announce a groundbreaking initiative - The International Baccalaureate Career-related Programme (IBCP). This Programme goes beyond conventional boundaries, seamlessly integrating academic excellence with practical skills. It is with immense pride that I present a curriculum designed not only to meet the demands of a dynamic world but also to empower our learners to navigate and thrive on the ever changing global stage."

Kiran Patel

Chairman, Aspee Nutan group of institutions

1950 **Aspee Nutan Vidya Mandir**
Gujarati Medium School

1979 **Aspee Nutan**
English Medium School
SSC Board

2015 **Aspee Nutan Academy**
CISCE Board

2024 **Aspee Nutan Academy**
IB Career-related Programme

What is an IB education?

At the heart of all IB programmes is the **IB learner profile**. IB learners strive to be inquirers, knowledgeable, thinkers, communicators, principled, openminded, caring, risk-takers, balanced and reflective. These attributes represent a broad range of human capacities and responsibilities that go beyond intellectual development and academic success.

The aim of all IB programmes is to develop internationally minded people who, recognizing their common humanity and shared guardianship of the planet, help to create a better and more peaceful world.





Focus on learners

IB programmes are student-centred and promote healthy relationships, ethical responsibility and personal challenge.



Develops effective approaches to teaching and learning

IB programmes are taught by teachers who help students to learn how to develop the attitudes and skills they need for both academic and personal success.



Works within global contexts

IB programmes increase understanding of languages and cultures and explore globally significant ideas and issues.



Explores significant content

IB programmes offer a curriculum that is broad and balanced, conceptual and connected.



Compulsory components of Business Administration Programme.

DP Subjects

1. Economics

- Develop an understanding of microeconomic and macro economic theories and concepts and their real-world application.
- Develop an appreciation of the impact on individuals and societies of economic interactions between nations.
- Develop an awareness of development issues facing nations as they undergo the process of change

2. Business Management

- Encourage a holistic view of the world of business.
- Empower students to think critically and strategically about individual and organizational behaviour.
- Promote the importance of exploring business issues from different cultural perspectives.
- Enable the student to appreciate the nature and significance of change in a local, regional and global context.
- Promote awareness of the importance of environmental, social and ethical factors in the actions of individuals and organizations.
- Develop an understanding of the importance of innovation in a business environment.

3. Language B

- Develop students' linguistic abilities through the development of receptive, productive and interactive skills.
- Provide students with the necessary skills and intercultural understanding to enable them to communicate successfully in an environment where the language is spoken and to allow the learner to go beyond the confines of the classroom, expanding their awareness of the world and fostering respect for cultural diversity.

Core Subjects

1. Personal and Professional Skills

Personal and Professional Skills is a professional ethical thinking course which explores the ethical context of the career-related study and its implications in the real-world.

The course also explores global contexts through the following broad themes

- Technologies
- Environments
- Workplaces
- Communities

The overall aims of personal and professional skills are for the students to

- Develop as reflective and lifelong learners who can adapt to diverse situations.
- Recognize personal strengths and identify ways to overcome challenges.
- Be aware of and respond effectively to ethical dilemmas.
- Value diversity of cultures and perspectives.
- Demonstrate the ten attributes of the IB learner profile.

2. Service Learning

Service Learning is a component of the Career related Programme core. Service learning provides opportunities for students to understand their capacity to make a meaningful contribution to their community and society. Through service learning, students develop and apply academic knowledge, personal skills and social skills in real-life situations involving decision-making, problem-solving, initiative, responsibility and accountability for their actions. The purpose is for students to contribute to society by improving the lives of people or assisting the environment or animals.

Through Service Learning, students will develop working relationships with the community.

They will explore the Principles of Service Learning

- Knowledge development
- Social development
- Civic development
- Personal development

The aims of service learning are for students to


- Develop and apply knowledge and skills towards meeting an authentic community need.
- Develop as leaders who take initiative, solve problems and work collaboratively with others.
- Enjoy the experiences of both learning and service.
- Develop a sense of caring about, and a responsibility for others.
- Gain a deeper understanding of themselves, their community and society through meaningful reflection.
- Enhance and strengthen their experience with the existing school curriculum.

3. Reflective Project

The Reflective Project is a structured piece of work that can take a variety of forms including an academic paper, a video documentary, a short film or a website to name but a few options. A student will be able to identify, analyse, explore, critically discuss and evaluate the ethical dilemma of an issue arising from their career related study and linked to some contemporary event or situation.

The Reflective project is one of the four compulsory components of the IB Career related Programme (CP) core. The Reflective Project is an indepth body of work produced over an extended period of time and submitted year 2 of the Career related Programme. It is the product of the students' own initiative and should reflect their personal experience of the CP. The reflective project is intended to promote high level research, writing and extended communication skills, intellectual discovery and creativity through a variety of different approaches. The reflective project is assessed using grades A to E, with A representing the highest level of achievement.

| Format | Maximum Length |
|---------------------|--|
| Essay | 3000 words |
| Short Film | 7 minutes, accompanied by a 1500 - 2000 word written report. |
| Interview | |
| Spoken Presentation | |
| Play | 7 minutes, which supports elements of the reflective project accompanied by a 1500 - 2000 word written report. |
| Display | Up to 15 single images accompanied by a 1500 - 2000 word written report. |



Compulsory components of
Business Administration Programme.

4. Language Development

Language Development provides the students with the necessary skills and intercultural understanding to enable them to communicate using the chosen language in a variety of contexts. A language portfolio is required to demonstrate students' engagement with the language.

Language Development is one of the four compulsory components of the IB Career-related Programme (CP) core. Language Development ensures that all students have access to and are exposed to a language programme that will assist and further their understanding of the wider world. The ability to communicate in more than one language is essential to the IB's concept of an international education. Language Development encourages students to improve their proficiency in a language other than their best language.

The aims of Language Development are to:

- Enable students to understand and use the language they have studied in context.
- Encourage an awareness and appreciation of the different perspectives of people from other cultures.
- Provide students with a basis for further study, work and leisure through the use of an additional language.
- Provide the opportunity for enjoyment, creativity and intellectual stimulation through knowledge of an additional language.
- These aims are applicable to all students, regardless of the level of linguistic proficiency they have when they begin the CP. Language development is designed to accommodate all students and ensure they are exposed to language other than their best language that will assist and further their understanding of the wider world.



Career Related Study

Business Administration

720 GUIDED LEARNING HOURS

a. Human Resource Management

- Introduction
- Job Design & Analysis
- Performance Appraisal & Career Planning
- Participative management & Industrial Relations
- Concept & Theory of Organisational Behaviour

b. Principles of Management

- Introduction to Management
- Planning and Organising
- Leading and Motivation
- Directing, Monitoring and Controlling

c. Principles of Marketing

- Introduction to Marketing
- Marketing Environment
- Segmentation, Target Marketing and Positioning
- Consumer Behavior
- Marketing Mix

d. Principles of Accounting

- Introduction to Accounting
- Accounting Principles
- Accounting Process
- Accounting for Special Transactions

e. Research Methods

- Introduction to Research Methods
- Data Collection and Processing
- Data Analysis and Interpretation
- Advanced Report Writing

f. Digital Marketing

- Digital Marketing Planning and Structure
- Facebook Marketing Fundamentals
- Google Ad words
- Youtube Marketing
- Email Marketing-Content Writing

g. Strategic Management

- Understanding Strategy
- Internal Environment of a Company
- Generic Competitive Strategies
- Strategy Implementation
- Blue Ocean Strategy

h. Entrepreneurship

- Being an Entrepreneur
- Customer Discovery
- The Financial Road Map
- Entrepreneurial Leadership
- Business Plan

i. Workshop, Projects, Internship and Industry Engagement

j. Capstone Projects

Career Opportunities after Business Administration Programme

- Human Resource Manager
- Data Analyst
- Business Consultant
- Entrepreneur
- Marketing / Business Development Manager
- Logistics Manager
- Business Analyst
- Project Manager
- Product Manager
- Supply Chain Manager



Pathways after IBCP

Pathways to Undergraduate Degree programmes in Business Administration and Accounts & Financial Management are available to all the students who complete the IBCP programme. Many International universities offer higher education in Business Administration and Accounts & Financial Management at graduation and post-graduation levels. With the approval of equivalence to class 12th Qualification of IBCP with other Indian Boards by Association of Indian Universities (AIU) and also the NEP 2020 reform by the Government, IBCP has become the most sought after programme by students. Students of IBCP are eligible to take admission in Indian as well as Foreign Universities. Students would need to fulfil the entry requirements of Indian as well as overseas universities like for any other board. The IBCP in India is treated as equivalent to class 12th Qualification.

Moreover , Aspee Nutan Academy is an Access USA Associate school enabling all our IB CP students to get an opportunity to do a pathway program to USA Universities.

Highlights of the program

ACCESS USA AND EUROPE

your path to a global career in 5 steps

01 START EARLY

Enroll in real university classes during high school.

02 YOUR ACADEMIC PLAN

Work with an Access USA advisor to create a tailored plan for your academic success.

03 AUTOMATIC ADMISSION

Complete up to one year of university while in high school (IBCP) for guaranteed admission.

04 ACCELERATED DEGREE

Complete your BA/BS in 3 years or advanced degrees in 4 years.

05 GLOBAL OPPORTUNITIES

Progress to top graduate schools or kickstart your international career.



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