



## **IB Business and Economics Tuition**

**Tutor:** Miss So graduated from the Chinese University of Hong Kong in Education. She obtained a Master degree in Economics in Macquarie University and nearly all subjects with Distinction or High Distinction. She completed Hong Kong A levels with 3As.

Miss So is a qualified teacher and has been teaching in regular schools for 3 years. She has also been tutoring IB Economics and Business & Management for over 5 years. She understands the needs of students and provides high quality teaching to help students to obtain a good grade in examination. She also guides students on internal assessment and extended essay in Economics and Business & Management.

### **Subjects:**

#### **IB Business (Classes by topics)**

##### **Unit 1: Business Organization and environment**

- Introduction to business environment
- Types of organizations
- Organizational objectives
- Stakeholders
- External environment influences
- Growth, evolution and globalization

##### **Unit 2: Human resources management**

- HR planning (Trainings, appraisals and outsourcing)
- Organizational structure
- Leadership theory
- Motivational theories
- Organizational culture (HL only)
- Industrial / employee relations (HL only)

##### **Unit 3: Finance and Accounts**

- Sources of finance
- Break-even Analysis
- Profit and loss account, balance sheet (Depreciation HL only)
- Ratio Analysis (Efficiency ratio HL only)
- Cash flow
- Investment appraisal (NPV HL only)
- Budgets (HL only)

##### **Unit 4: Marketing**

- Role of marketing

- Market segmentation and planning
- Sales forecasting (HL only)
- Market research
- 4Ps (extended 3Ps HL only)
- International marketing (HL only)
- E-commerce

### **IB Economics (Classes by topics)**

#### Microeconomics (A)

- Demand and Supply
- Elasticity
- Government intervention

#### Microeconomics (B)

- Market failure

#### Microeconomics (C) (HL only)

- Theory of firms

#### Macroeconomic (A)

- Fiscal policy
- Monetary policy
- Supply Side policy

#### Macroeconomic (B)

- Economic growth
- Unemployment
- Inflation
- Income inequality

#### International Economics (A)

- Protectionism
- Exchange rate System
- Balance of payment

#### Paper 3 drills (HL only)

- Microeconomics
- Macroeconomics

**Venue:** Private Tuition and small group tuition classes (1-4 students) will be conducted in Hung Hom.

**Date and Time:** By appointment

**Application:** Please send an email to [event@lms.com.hk](mailto:event@lms.com.hk) or call us on telephone 2376 4964.