The HL toolkit and social-enterprise action planning

IB DP Business Management HL toolkit and Paper 3 full package

1. The toolkit at a glance

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The business management toolkit plus the HL-only Paper 3: position tools (SWOT, STEEPLE, five forces, force field), quantitative tools (descriptive statistics, decision trees, critical path) and the social-enterprise action plan, on the repair business converting to a community interest company.

Must-know: SWOT paired not listed; five forces graded; Ansoff by rising risk with the CIC as diversification; mean 23, median 23, mode 24, range 14, IQR 6; EVs 32 thousand vs 17.5 thousand; critical path 10 weeks, float 4; Paper 3 Section C led by the human need.

2. Position tools

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SWOT: strengths and weaknesses internal today, opportunities and threats external tomorrow - pair them: strength times opportunity to use, weakness times threat to hedge. STEEPLE scans Social, Technological, Economic, Environmental, Political, Legal, Ethical - one cited factor per letter. Five forces grade the industry: rivalry, new entrants, substitutes, buyer power, supplier power; strong forces argue differentiation or exit.

Lewin's force field analysis scores driving against restraining forces - the change goes when driving wins, and management weakens restrainers rather than pushing harder. Ansoff: penetration, product development, market development, diversification by rising risk - the concession-repair CIC is diversification. The business plan writes the toolkit up for a funder.

exercises.lol exercises.com.cn

3. Quantitative tools

Quantitative tools

Descriptive statistics on 16, 18, 20, 22, 24, 24, 26, 30: mean 23, median 23, mode 24, range 14; quartiles 19 and 25 give IQR 6 - robust where the range is not - and the box plot shows the five-number summary.

Decision tree: option A nets an expected 32 thousand against B's 17.5, but shows the downside branch and the softness of probabilities - the evaluation Paper 3 rewards. Critical path: permits 3, fit-out 5, training 2 = 10 weeks critical; tools 4 weeks in parallel carry 4 weeks of float - only critical activities move the date.

4. Paper 3: the plan of action

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A social enterprise trades to meet a human need: the triple bottom line - people, planet, profit - and the circular economy close the loop on the planet leg (refurbished bikes, not landfill). Paper 3: Section A works the toolkit on the stimulus; Section B chooses between two costed actions; the 17-mark Section C integrates a plan of action.

The plan: identify the human need, choose the action, cost it (finance), price and promote it (marketing), deliver it (operations), staff it (HR), weigh every stakeholder group, name risks with contingencies, and conclude with the need leading and the numbers following.

Check yourself

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SWOT with pairing; STEEPLE one factor per letter; five forces graded with the strategic verdict; force field scored.

Ansoff by rising risk with the CIC as diversification; the business plan contents.

Mean 23, median 23, mode 24, range 14, IQR 6 with the outlier logic; EVs 32k vs 17.5k with the critique; critical path 10 weeks and float 4.

The social-enterprise objective set; Paper 3's three sections and the 17-mark plan's six-part coverage.