

# IA Key Concept Chart

Use this chart to brainstorm ways in which you can integrate your key concept into your IA in a meaningful way.

In the chart below, complete the following:

1. **Internal vs external:** **Describe** at least one way in which the key concept applies to an area that is within the firm's control, **and** at least one way in which it is outside of the firm's control because of something that relates to their market or industry.
  
2. **Syllabus sections:** **Describe** at least one way in which the key concept applies to a factor relating to at least 2 different areas of the syllabus. Note that you may add syllabus sections in the last row of this section as you see fit. I have only picked out the ones that seem most likely to me to allow for straightforward key concept connections.
  
3. **Toolkit integration:** **Describe** at least one way in which the key concept applies to at least 1 toolkit integration.

	Creativity	Change	Ethics	Sustainability
Internal vs external application				
<u>Internal</u> - how does this concept apply <i>within</i> the firm and its control?				
<u>External</u> - what's happening in the world and/or market around the firm?				
Possible syllabus connections				
Types of businesses				
Business objectives				

Stakeholders				
Growth and evolution				
Impact of MNCs on host countries				
Workforce planning, changes in workforce planning				
Organizational structure				
Leadership styles				
Motivation and demotivation				
Organizational culture				
Sources of finance				
Final accounts (profit and loss, balance sheet)				
Financial ratios				
Market share/growth				
Marketing planning				
Market research				
7 Ps of marketing				
International marketing (HL only)				
Operations methods				

Lean production methods (HL only)				
Production planning (HL only)				
Crisis management (HL only)				
Research and development (HL only)				
Management info systems (HL only)				
<b>Other topic not listed above</b>				
<b>Possible toolkit connections</b>				
SWOT analysis				
Ansoff matrix				
STEEPLE analysis				
Boston Consulting Group (BCG) matrix				
Business plan				
Decision trees				
Descriptive statistics These include the following. • Mean • Mode				

<ul style="list-style-type: none"> <li>• Median</li> <li>• Bar charts</li> <li>• Pie charts</li> <li>• Infographics</li> <li>• Quartiles</li> <li>• Standard deviation</li> </ul>				
<p>Circular business models These include the following.</p> <ul style="list-style-type: none"> <li>• Circular supply models</li> <li>• Resource recovery models</li> <li>• Product life extension models</li> <li>• Sharing models</li> <li>• Product service system models</li> </ul>				
<b>HL ONLY TOOLS</b>				
Force field analysis (HL only)				
Gantt chart (HL only)				
Hofstede's cultural dimensions (HL only) (Libassi covers in HR)				
Porter's generic strategies (HL only)				
<p>Contribution (HL only) Includes the following.</p> <ul style="list-style-type: none"> <li>• Make or buy analysis</li> <li>• Contribution costing</li> <li>• Absorption costing</li> </ul>				

<p>Critical path analysis (HL only) Includes the following.</p> <ul style="list-style-type: none"><li>• Completion and analyses of a critical path diagram (drawing of the diagram is not expected)</li><li>• Identification of the critical path</li><li>• Calculation of free and total float</li></ul>				
<p>Simple linear regression (HL only) Includes the following.</p> <ul style="list-style-type: none"><li>• Scatter diagrams</li><li>• Line of best fit</li><li>•</li></ul> <p>Correlation/Extrapolation</p>				