**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.

1. **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** |  |  |  |  |
| Internal - how does this concept apply *within* the firm and its control? |  |  |  |  |
| External - 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) |  |  |  |  |
| **Other topic not listed above** |  |  |  |  |
| **Possible toolkit connections** |  |  |  |  |
| SWOT analysis |  |  |  |  |
| Ansoff matrix |  |  |  |  |
| STEEPLE analysis |  |  |  |  |
| Boston Consulting Group (BCG) matrix |  |  |  |  |
| Business plan |  |  |  |  |
| Decision trees |  |  |  |  |
| Descriptive statistics  These include the following.  • Mean  • Mode  • Median  • Bar charts  • Pie charts  • Infographics  • Quartiles  • Standard deviation |  |  |  |  |
| Circular business models  These include the following.  • Circular supply models  • Resource recovery models  • Product life extension models  • Sharing models  • Product service system models |  |  |  |  |
| HL ONLY TOOLS |  |  |  |  |
| 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) |  |  |  |  |
| Contribution (HL only) Includes the following.  • Make or buy analysis  • Contribution costing  • Absorption costing |  |  |  |  |
| Critical path analysis (HL only) Includes the following.  • Completion and analyses of a critical path diagram (drawing of the diagram is not expected)  • Identification of the critical path  • Calculation of free and total float |  |  |  |  |
| Simple linear regression (HL only) Includes the following.  • Scatter diagrams  • Line of best fit  • Correlation/Extrapolation |  |  |  |  |