



Gymnázium Evolution

Czech Maturita Exam Topics 2025/2026

IB BUSINESS MANAGEMENT

1. Types of business entities
2. Stakeholders and their effect on the business
3. Vision and mission statements, business objectives
4. The role of CSR and ethics in business activities
5. SWOT and STEEPLE analysis
6. Role of Human Resources
7. Motivation theories
8. Costs and revenues
9. Profit and loss account
10. Balance sheet
11. Cash flow forecast
12. Break-even analysis
13. Investment appraisal
14. The role of marketing
15. Marketing mix
16. BCG matrix and its role in strategic planning
17. Growth strategies, (dis)economies of scale, Ansoff's matrix
18. Role of operations management
19. Operations methods and their suitability for different businesses
20. Location of the business