BUSINESS MANAGEMENT (SL) – INTERNAL ASSESSMENT

The IA has a **25%** weighting of the overall assessment. (**Total Marks:** 25)

Word Count

Produce a written commentary that does not exceed **1,500** words.

Primary or secondary data?

The commentary **must** be based on secondary sources and may include primary data.

Not included in the 1500-word count:

- Acknowledgments
- Contents page
- Tables of statistical data
- Diagrams or figures
- Equations, formulae and calculations
- Citations (which, if used, must be in the body of the commentary)
- References (which, if used, must be in the footnotes/endnotes)
- Bibliography.

Please note that footnotes/endnotes may be used for references only. Also, citation is a shorthand method of making a reference in the body of the commentary, which is then linked to the full reference in the bibliography.

Definitions of business management terms and quotations, if used, must be in the body of the work and are included in the word count.

Some suitable titles

Is including a product line for male customers a profitable decision for Dan & Glover?

Is an increase in wages an effective way to increase productivity at Happy Valley Inc.?

Is Charnley Motor's decision to increase productive capacity by building a new plant a sound financial decision?

Can Escobar Solar Corp.'s strategy work to rescue the company's operations in Taiwan?

Can the Hong Kong Jockey Club's current social marketing strategies address the issue of recent declines in revenue?

Will PCCW's current promotional strategy be able to overcome the problem of slow market growth in the fixed line telecoms industry?

Should Nathani Tuition College outsource its services to Guangzhou College of Learning?

Business theories, concepts and tools that could be used in the SL IA include:

- Ansoff's matrix
- Boston matrix
- Economies of scale
- Investment appraisal
- Marketing strategies
- Motivation theory
- Outsourcing
- Position (Perception) mapping
- Product portfolio analysis
- Ratio analysis.

Following sources were used to prepare this posters

- Paul Hoang, **Business Management**, 3rd edition.
- IBO, **Business management guide**, 2015

IBDP Business Management (SL) IA Poster 2.0

Requirements

You are required to:

Select a real business issue or problem for their written commentary that must relate to the SL syllabus.

Refer directly to a single business organization, but may consider industry-wide issues that impact on that organization.

Base your written commentary on **secondary research**, selected for its suitability, depth and breadth. Primary research may be used as support.

Provide a title for the commentary that, to give focus and direction, must be framed as a question.

Attach to the **commentary three to five supporting documents** from which the majority of the information for the commentary has been obtained.

Fully reference all supporting documents and additional sources and include them in a bibliography.

Supporting documents

The selection of supporting documents is very important. To achieve the highest levels of each assessment criterion, it is strongly recommended that the supporting documents present a range of ideas and views.

For example, the selection of three to five documents published by a single company, or three to five surveys of similar populations, would not provide balance or objectivity.

The supporting documents must be of a contemporary nature and written within a **maximum of three years prior to the submission** of the written commentary to the IB. Submission of the written commentary occurs in April or November of the final year of the course, depending on the examination session of the school.

A maximum of one of the supporting documents may be a transcript of video/audio material.

Referring the supporting documents

You must highlight the parts of each supporting document that relate directly to your commentary. Any highlighted parts of supporting documents that are not in the language for which you have registered must be translated.

You should label each supporting document clearly, such as "Supporting document 1", "Supporting document 2" and so on. This will help with referencing in the commentary.

It is expected that you will include in-text citations/references of the supporting documents and a bibliography, which should be formatted in an appropriate way.

Any additional sources such as textbooks and class notes must be referenced but will not be accepted as supporting documents.

SL – IA required format

- **Title page**, including the research question
- **Contents page**
- **Introduction** (including the methodology)
- **Findings** (based on the supporting documents)
- **Analysis and discussion** of the findings
- Conclusion(s)
- **Bibliography and references** (including page numbers)
- **Appendices**: the 3-5 supporting documents.

Note

A SWOT/STEEPLE analysis produced by the candidate does not qualify as a supporting document.

Ensure that the supporting documents are referenced throughout the commentary.

Criteria

Criterion A: Supporting documents

This criterion assesses the extent to which the student selects three to five relevant supporting documents that address the issue or problem selected for commentary in appropriate depth and breadth. The criterion also assesses whether the student's choice and presentation of the supporting documents meets formal requirements.

Criterion B: Choice and application of tools, techniques and theories

This criterion assesses the extent to which the student chooses business management tools, techniques and theories that are relevant to the issue or problem and applies these so that a greater insight into the situation of the organization ensues.

Criterion C: Choice and analysis of data and integration of ideas

This criterion assesses the extent to which the student uses data from the supporting documents effectively in order to understand and explain the issue or problem and is able to integrate ideas coherently.

Criterion D: Conclusions

This criterion assesses the extent to which the student is able to draw relevant conclusions based on the analysis of the supporting documents and answer the commentary question.

Criterion E: Evaluation

This criterion assesses the extent to which the student evaluates his or her arguments and makes judgments that are well substantiated.

Criterion F: Structure

This criterion assesses the extent to which the student organizes his or her ideas into a structured commentary with an argument that is easy to follow.

Criterion G: Presentation

This criterion assesses the extent to which the student presents the written commentary well. This involves a title page, an accurate table of contents, appropriate headings and sub-headings, consistent referencing, a complete bibliography and numbered pages.

Subject Report (Highlights) – May 2019

The supporting documents must be documents that are externally sourced or are generated from primary sources. It is not appropriate for a SWOT analysis or PESTLE analysis prepared by the candidate to be used as a supporting document. A summary of results from primary research may be used as a supporting document, but not documents that have been directly written by the candidate. If the candidate is able to source internal company strategic documents (e.g. a SWOT analysis prepared by the company itself) then this may be appropriate, but not one prepared by the candidate.

A SWOT analysis is not a requirement for the commentary. In some cases, a SWOT analysis may be appropriate, but this is a strategic tool and so may be difficult to apply effectively within the word limit.

The greater the range and depth of views offered in the supporting documents, and the higher the level of analysis within them, the easier candidates will find it to substantiate their judgments.

While it may be perfectly appropriate to draw conclusions about the arguments raised in the body of the commentary, there should also be an overall conclusion offering answers to the commentary question chosen. Recommendations for action are not required, unlike for the HLIA.