

IBDP Business and Management


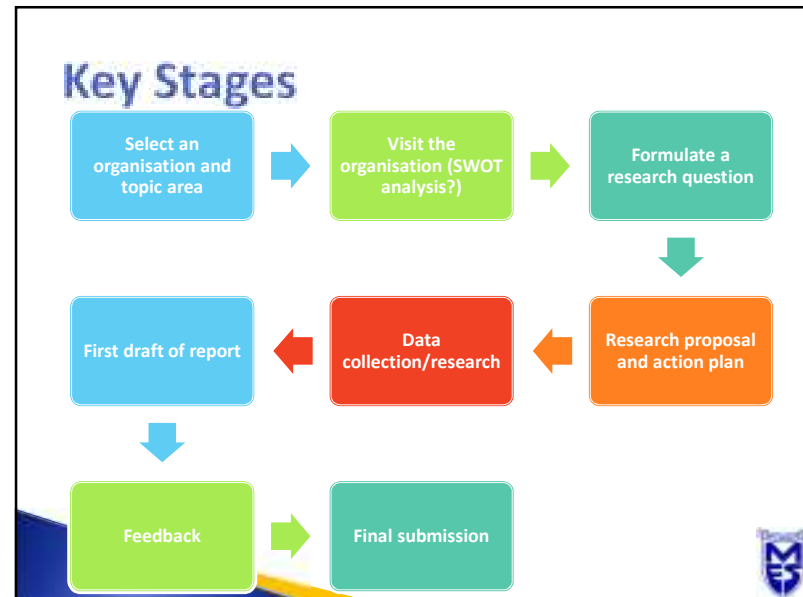
Internal Assessment

	External assessment		Internal assessment
	Paper 1	Paper 2	
Syllabus content	All six topics	All six topics	Any topic from the full IB syllabus
Assessment objectives	1-7	1-6	1-7
Method	Based on a case study issued in	Section A Students answer one of two structured questions based on stimulus material with a quantitative element. (25 marks) Section B Students answer two of three structured questions based on stimulus material. (50 marks)	Research project Research proposal and action plan—a working document not part of the actual report, but part of planning. Report that addresses an issue facing an organization or analyzes a decision to be made by an organization. (Maximum 2,000 words) (25 marks)
	Students answer one question from a section C.		
	Section C Students answer one compulsory question focusing on strategic decision-making through the use of extension material. (20 marks)		
Total marks	80 marks	75 marks	25 marks
Component time	2½ hours	2½ hours	30 hours
Weighting	40%	35%	25%

Internal assessment is an integral part of the Diploma Programme business and management course...It enables students to demonstrate the application of their skills and knowledge in business and management without the time limitations and stress associated with written examinations. (IBO, 'Guide', page 48, 2007)

Requirements

- design and undertake research that **either** addresses an issue facing an organization or range of organizations **or** analyses a decision to be made by an organization or range of organizations
- produce a research proposal that should be used as the primary planning document and be presented in terms of an action plan
- provide a title for the research project that, to give focus and direction, must be framed as a question
- produce a written report that does not exceed 2,000 words.

Draft Timeline



Organisation and Topic Choice

- Ideally, students should find their topics interesting and motivating
- It is very tempting for a student to choose a topic related to: a family business; the school; a multinational organisation.
- In principle, none of these choices necessarily cause problems. However, there are potential problems of: bias; plagiarism; significance; data collection and access
- In general, it is advisable for students to conduct narrow and focused research in a local business, which may have links to the student or the school

The Family Business

Investigating a family business may causes problems of **objectivity**. If the information comes from a family member, it is **unlikely to reflect a wide perspective** of views on the business. In addition, being a member of the owner's family may affect the **quality of the information** supplied by employees, who may quite sensibly fear the consequences of negative comments.

On the positive side, family projects are **convenient** and allow the student access to **personnel and possibly confidential information**.

The School

Projects within school are frequently chosen because they are **convenient** and **easier to conduct**. However, they are often flawed. One reason is that the student who chooses such an investigation may be inherently **lazy** and cannot be bothered to seek an outside organisation. **Research is often sloppy**. Friends are chosen for questionnaires and interviews and **reliability and validity is sacrificed**. Topics can be **trivial**, such as 'should the canteen serve chips?', or 'should the tuck shop sell baguettes?'

The Multinational Organisation

Large organisations are often inherently **interesting** and provide a **huge range of possible topics** to investigate. However, there are several potential problems. **Access to information, especially financial, is often restricted.** Managers who appeared willing to give up their valuable time to assist the research at the start of the process suddenly have deadlines to meet, or are **away on other business when the student needs their input.** The topics selected tend to be very **broad** and **not manageable within the word limit.**



Thoughts/ideas?



The Research Proposal/Action Plan

The internal assessment must start with the research proposal and action plan. These will become the primary planning documents, giving direction to the research project. It must outline...

- the research question
- the rationale for study
- areas of the syllabus to be covered
- possible sources of information
- organizations and individuals to be approached
- methods to be used to collect and analyse data, and the reason for choosing them
- anticipated difficulties
- the order of activities and timescale of the project.



4 out of 25 marks
(16%)

500 words (one side
of A4, typed, size 12)

Required format for research proposal and action plan

- Research question
- Theoretical framework
- Methodology
- Anticipated difficulties
- Action plan

A Research proposal and action plan

Criterion A should be used to assess the research proposal and action plan only.

Achievement level	Descriptor
0	There is no research proposal or action plan.
1	There is a research proposal and action plan. However, elements of the research proposal or action plan are inappropriate.
2	The research proposal and action plan are generally appropriate, but they are not clear and focused.
3	The research proposal and action plan are appropriate, clear and focused. There is some identification of the theoretical framework and methodology to be employed.
4	The research proposal and action plan are appropriate, clear and focused. There is clear identification and explanation of the theoretical framework and methodology to be employed.



The Research Question

The research question should be *forward-looking* rather than *descriptive* **and** should require the student to make *recommendations for further action*.

Instead of:

"What is the marketing mix of ABC hotel?"



Some Inspiration

What price strategy should be used for the launch of Minapharm's biogenetic medicine, Reiferon?

How can Tarouty Mushroom Company reduce labour turnover?

How can Middle East Star improve employee motivation in order to reduce labor turnover?

How should the company Dash Trade, promote its new product 'The robot vacuum cleaner'?

How can Jobs be redesigned at Belle Epoque to reduce the possibility of retrenchments?

How can Egypt Air increase motivation of Commercial Pilots in order to reduce labor turn over?

How can levels of motivation be improved in "Eid factories for the manufacturing of rubber goods"?

Should the restaurant Le Soire increase their prices to offer a better service to a smaller number of customers?

