

IBDP Business and Management

Writing the Report

The Report

The 2,000 words does not include supplementary information such as the title page, executive summary, diagrams, figures, tables of data, references and appendices.


Required format for written report

- Title page
- Acknowledgments
- Contents page
- Executive summary (abstract)
- Introduction
- Research question
- Procedure or method
- Main results and findings
- Analysis and discussion
- Conclusions and recommendations
- Bibliography and references
- Appendices

The executive summary should be a concise, clear and explicit summary (maximum 200 words) of the document, including any recommendations or conclusions. The research question and executive summary should guide the reader to the substance of the report.

To be of practical value to management, the report should be forward-looking and support the decision making process.


The appendices should contain only information/data that is required in support of the text, and should be clearly referred to at relevant points.



Formatting

Introduction

The purpose of this example is to show you how an academic document should look. Notice that I am using a normal and professional looking font. I prefer 'Calibri', but you might opt for a more traditional font like 'Times New Roman' or 'Ariel'. Whichever you choose, be consistent!




Analysis and Evaluation

- A sound integration of ideas and issues in a coherent order
- Consistent evidence of critical reflective thinking
- Appropriate analysis and evaluation

This is not the place, therefore for simple description of what has been found - a very common error in HL projects.

Given the tight word limits, the student needs to:

- synthesise ideas
- be succinct and organised
- integrate the theory with the data to produce supported analysis and evaluation
- think critically by contrasting and balancing data
- identify weaknesses in the research
- avoid unsupported generalisations by using a range of data, sources and theory



Conclusions and Recommendations

The IB moderator will be looking for the following:

- Both conclusions and recommendations
- Conclusions and recommendations that address the research question
- Conclusions and recommendations consistent with evidence presented in the main body of the report
- Future action to address limitations in the research

This section should really be relatively short and the recommendations are best presented in bullet points. Students must:

- try to quantify the costs and consequences of recommendations
- present conclusions that are supported with evidence from the main body and data analysis and answer the research question
- state any future research to address limitations in their project



Value to Management

- Is of practical value to management
- Well presented
- Forward-looking
- Follows the required report format with appropriate bibliography and referencing

To achieve the higher grades, the student needs to think about an investigation that will help a decision-maker with their decision-making!

If, at the end of the exercise, the student concludes that the present situation is actually fine and there is no need for a change of strategy, this may reflect that there was no issue in the first place and therefore the project is of no practical value.



Examiners' Report

Grade:	1	2	3	4	5	6	7
Mark range:	0 - 3	4 - 6	7 - 9	10 - 12	13 - 15	16 - 18	19 - 25

- **READ THIS DOCUMENT!**

