

- Criterion E: Evaluation
- Criterion F: Structure
- Criterion G: Presentation

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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There are only one or two, or more than five, supporting documents, or they are of marginal relevance.
2	The supporting documents are generally relevant but some lack depth, or they were published more than three years prior to the submission of the IA to the IB, or they are not all translated in the language of submission.
3	The supporting documents are relevant and sufficiently in-depth.
4	The supporting documents are relevant, sufficiently in-depth and provide a range of ideas and views.

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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There is a limited selection of business management tools, techniques and theories, and these are not applied.
2	There is a limited selection of business management tools, techniques and theories, and these are superficially applied.
3	There is an appropriate selection of business management tools, techniques and theories, but these are superficially applied.
4	There is an appropriate selection of business management tools, techniques and theories, and these are suitably applied.
5	There is an appropriate selection of business management tools, techniques and theories, and these are skillfully applied.

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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There is a limited selection of data from the supporting documents but no analysis.
2	There is a limited selection of data from the supporting documents with superficial analysis.
3	There is an appropriate selection of data from the supporting documents with satisfactory analysis.
4	There is an appropriate selection of data from the supporting documents with good analysis and some integration of ideas.
5	There is an appropriate selection of data from the supporting documents with skillful analysis and a coherent integration of ideas.

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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	Conclusions are inconsistent with the evidence presented, or conclusions are superficial.
2	Some conclusions are consistent with the evidence presented.
3	Conclusions are consistent with the evidence presented and explicitly 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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There is limited evidence of evaluation.
2	There is evidence of evaluation, and some judgments are substantiated.
3	There is evidence of evaluation, and judgments are substantiated.
4	There is thorough evidence of evaluation, and judgments 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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	Limited structure.
2	Appropriate structure.

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.

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	One or more of the above elements of a well presented commentary is missing.
2	All of the above elements of a well presented commentary are included.

Internal assessment details—HL

Research project

Duration: 30 hours

Weighting: 25%

Introduction

The HL internal assessment is a research project that allows students to demonstrate the application of their skills and knowledge to business issues or decision-making.

Requirements

HL students are required to:

- design and undertake research that **either** addresses an issue facing a business organization or a range of organizations **or** analyses a decision to be made by a business organization or range of organizations
- select a real business organization or a range of organizations and a real issue or decision under investigation
- base their research project on primary research they gather from the organization investigated (secondary research may be used as support)
- provide a title for the research project that, to give focus and direction, must be framed as a question
- produce a research proposal (of maximum 500 words), including an action plan, to be used as the primary planning document