

# How to Structure Your IBBM SL IA:

## Title Page:

**Title Page needs to include, at minimum:**

- IB Business Management Standard Level – Internal Assessment
- Your IA Title
- Your word count

**Title Page could include:**

- Date: April 2020
- The business's logo

## Table of Contents:

**Table of Contents needs to include, at minimum (with page numbers):**

- Introduction
- Findings & Analysis
- Conclusion
- Bibliography
- Appendices

**You can structure your Table of Contents however you want, as long as you include the requirements above. A few different examples below (you could even do a combo of these):**

### *The Simple Approach*

- Introduction
- Findings & Analysis
- Conclusion
- Bibliography
- Appendices

### *The Simplus Plus Approach*

- Introduction – with methodology
- Findings & Analysis
- Conclusion
- Bibliography
- Appendices – Supporting Documents

### *The Detailed Approach #1*

- Introduction
- Methodology
- Tool #1 – Analysis & Findings
- Tool #2 – Analysis & Findings
- Tool #3 – Analysis & Findings
- Conclusion
- Bibliography
- Appendices – Supporting Documents

### *The Detailed Approach #2*

- Introduction
- Methodology
- Analysis & Findings
  - Tool #1
  - Tool #2
  - Tool #3
- Conclusion
- Bibliography
- Appendices – Supporting Documents

### **Commentary (includes Introduction, Findings, Analysis, & Conclusion):**

For the IA, you want to ensure that you're 1) presenting your findings (citing your sources) and 2) providing detailed analysis of those findings using tools/techniques/theories from the IBBM SL curriculum (aka from class & the textbook). Recommendations for the following sections:

#### **Introduction:**

**A brief & focused introduction should explain the purpose of the commentary and the methodology used to investigate the problem or issue.**

*You'll want to include:*

- A brief background of the business, citing your sources
- A brief background of the situation, citing your sources
- Restate your IA title (optional but recommended)

*The introduction also includes your methodology. I recommend the following:*

- Start your methodology with "This commentary will discuss/evaluate/etc..."
- List your 5 Source Documents that will be used in the commentary
- List your chosen IBBM SL tools/techniques/theories that will be used for analysis

## **Findings & Analysis:**

**Your findings and the analysis of your findings will likely be written in conjunction. In this section, first, you'll present your findings using the information you found in your 5 Source Documents. Then, you'll analyze your findings using your chosen IBBM SL tools/techniques/theories (recommended number: 3).**

*It's important to:*

- Use source documents to provide a vast and varied amount of information to analyze and answer the question.
- Cite your sources! For Source Documents, this will look like, for example, (SD 1A) or (Source Document 3F). For "other" sources, this will look like, for example, (Other: Author Name) or (Other #1).
- Interpret your findings: what main themes emerge from the analysis of the supporting documents, and why and how are they helpful (or not) to answering the commentary question?
- Analyze your 5 supporting documents in such a manner that their relevance to the question is clearly established.
- Choose IBBM SL tool/techniques/theories that are relevant to your IA title.
- Take an evaluative approach to this discussion/analysis of findings; for example, what are the strengths and weaknesses or the pros and cons of the various positions on the issue/problem... and what are their implications?

*I recommend that you:*

- Break your Findings & Analysis section into sub-sections by tool/technique/theory. You can use sub-headers to do this.
- Bold important IBBM SL terminology throughout your analysis.

## **Conclusion:**

*It is required that you:*

- Answer your IA title, based on the analysis of the findings and, in particular, on the analysis of the supporting documents.
- Do not introduce ideas or judgments that have not been discussed in previous sections of the commentary.

*I recommend that you:*

- Start this section with "In conclusion, ..."
- Put your word count again at the end

## **Bibliography:**

**Your bibliography needs to include a list of references for your 5 Source Documents, then a separate list of references for your “other” sources outside the 5 Source Documents (if any).**

*You should:*

- Read this [document](#) to help you create a suitable bibliography (also on my website).
- Reference our Paul Hoang IBBM textbook as an “other” source if, for example, you use terminology definitions (ie define Ansoff Matrix) or formulas (ie acid test ratio or GPM) that you learned from class/the textbook.

## **Appendices:**

**Your appendix shall include your 5 printed, highlighted, and annotated Source Documents.**

*You need to, for each Source Document:*

- Highlight sections within each Source Document that you use as your findings in your commentary.
- Assign letters to each section of highlights in alphabetical order from the Source Document’s start to finish. These should coordinate with your in-text citations.
- For example, in your introduction, you use a quotation from a company’s Annual Report (your Source Document #1). On Source Document #1 in your Appendix, that highlighted quotation has been assigned letter “D” because it was the fourth highlighted section for Source Document #1. Thus, when citing that quotation in your commentary, you would use (SD 1D).
- When creating your Appendices, be sure to label each Source Document at the beginning of the text (Source Document #1, Source Document #2, and so on).
- To create your Appendices, you can copy & paste the contents from your Source Documents into a Word document OR you can print off the source from the website itself. Either way, make sure you label each Source Document and include the title of the Source Document at the top (I also recommend including the link).
- You can highlight and label your Source Documents electronically via Word OR you can print your Source Documents out and manually do so (the scan in your Source Documents to your computer).
- You can find samples of what this looks like on my website.
- Do not include your “other” sources (if any) in your Appendices.

## **General Structural Tips:**

- There's no font requirement, but I suggest Times New Roman font size 12.
- There's no margin requirement, but I suggest normal 1" margins
- You are required to number your pages, but it doesn't matter which page you start with. You could start Page 1 on the Title Page or where your Introduction begins.
- I suggest that you start your Bibliography on a clean, fresh page; as opposed to starting it on the same page that your Conclusion ends.
- You do not need to add your "other" sources to the appendices, just your 5 highlighted & annotated Source Documents.
- Your in-text citations, for example (SD 1A), do NOT count towards the word count. Also not included in word count:
  - Acknowledgments, Table of Contents; tables of statistical data, diagrams or figures; equations, formulae and calculations; in-text citations; and bibliography.
  - These should all be manually subtracted from the computer-generated word count.