

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

| Word Count | Requirements | Criteria |
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| Produce a written commentary that does not exceed 1,500 words. | 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. | 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. |
| Not included in the 1500-word count: | 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. | 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. |
| Some suitable titles | 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. | 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. |
| 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? | SL – IA required format <ul style="list-style-type: none">• 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. | 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. |
| Business theories, concepts and tools that could be used in the SL IA include: | Note A SWOT/STEEPLE analysis produced by the candidate does not qualify as a supporting document. | Criterion E: Evaluation This criterion assesses the extent to which the student evaluates his or her arguments and makes judgments that are well substantiated. |
| • Ansoff's matrix • Boston matrix • Economies of scale • Investment appraisal • Marketing strategies • Motivation theory • Outsourcing • Position (Perception) mapping • Product portfolio analysis • Ratio analysis. | | 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. |
| Following sources were used to prepare this posters | | 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. |
| ○ Paul Hoang, Business Management , 3 rd edition. ○ IBO, Business management guide , 2015 | | The body of the commentary In the body of the commentary, findings from the supporting documents should be presented and analyzed with the help of relevant business tools, techniques and theories. The findings should also be interpreted: 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? An evaluative approach to this discussion of findings should be pursued: for example, what are the strengths and weaknesses of the various positions on the issue or problem and what are their implications? |
| | | Conclusion In the conclusion, the commentary question should be explicitly answered. |
| | | The conclusion should not introduce facts or arguments that have not been discussed in previous sections of the commentary. Rather, it is good practice to include those aspects of the commentary question that have not been fully answered in the commentary or that might need further investigation in order to be judged more effectively. |