

**InThinking Business Management**  
**Internal Assessment (SL & HL) – Self / Peer Assessment Checklist**

*“A little too late, is much too late” ~ German proverb*

*“Better late than never, is not as good as better never late” ~ Anonymous*

Students should consider the following checklist before submitting the draft (and the final) version of their business research project. Use a tick (✓) where the task has been completed and “n/a” if it is not applicable to the student’s business research project, e.g., if primary research and/or audio-video resources have not been used.

<b>A</b>	<b>Integration of a key concept (5 marks)</b>	<b>Completed</b>
	The chosen key concept (change, creativity, ethics, <b>or</b> sustainability) appears on the front cover sheet of the business research project.	
	The chosen concept is directly relevant to the real-world business issue or problem in the research question.	
	There is specific and purposeful inclusion of the key concept in the introduction of the business research project.	
	The key concept is clearly and accurately defined in the introduction.	
	Words or phrases associated with the chosen key concept appear throughout the body of the business research project in order to address the research question.	
	The key concept appears in <b>bold</b> each time it appears in the business research project.	
	The chosen key concept clearly relates to the Business Management content used in the business research project.	
	There is specific and purposeful reference to the key concept in the conclusion of the business research project, used to help answer the research question.	
	There have been checks to ensure that non-prescribed key concepts have not been included in the business research project.	
	There have been checks to ensure that none of the other three key concepts appear in the business research project.	
	There is clear evidence of connections made between the issue or problem in the research question and the chosen key concept throughout the IA.	

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<b>B Supporting documents (4 marks)</b>	<b>Completed</b>
There are three to five supporting documents.	
The documents are <i>directly relevant</i> to the issue or problem being examined in the research question.	
The supporting documents cover a range of ideas and views, in sufficient depth.	
Different types of documents are included, e.g., at least one internal and one external source document.	
If primary research has been used, this is because (i) the information was not available through secondary sources, and (ii) the research helps to add value by directly addressing the research question.	
The supporting documents are contemporary, i.e., published within the last <i>three years</i> prior to the 20 <sup>th</sup> April submission date to the IB (for May centres) or 20 <sup>th</sup> October (for November centres).	
If an audio or video source has been used as one of the 3 – 5 supporting documents, (i) this is from a reliable source, (ii) a transcript of the parts used has been included, and (iii) appropriate citation and referencing are included.	
If any of the supporting documents are not in English, the relevant parts must be translated, with both the original and translated evidence attached.	
The relevant parts of each supporting document have been clearly and appropriately highlighted.	
Where possible, each of the supporting documents does not exceed the equivalent of five A4 pages.	
Each of the supporting document have been clearly labelled, e.g., “Supporting Document 1”, “Supporting Document 2”, etc.	
The supporting documents are fully and accurately recorded in the Bibliography.	
The supporting documents have been merged into a single PDF document for electronic uploading to the IB.	
Additional sources used for theories and tools, such as IB textbooks, are used and appropriately cited and referenced.	

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<b>C</b>	<b>Selection and application of tools and theories (4 marks)</b>	<b>Completed</b>
	Relevant business management tools and theories are included in the body of the business research project.	
	Where possible and relevant, a quantitative tool or theory has been applied, in the context of the research question.	
	The business research project includes a range of relevant tools and theories.	
	Each of the tools and theories are <i>directly relevant</i> to the research question.	
	Each of the chosen tools and theories are clearly applied to the research question.	
	There is a clear connection shown between the tools and theories with the chosen conceptual lens.	
	Citations and references for the tools and theories appear throughout the business research project as well as in the Bibliography.	

<b>D</b>	<b>Analysis and evaluation (5 marks)</b>	<b>Completed</b>
	The reasons why the problem or issue in the research question exists are included.	
	There is appropriate selection of data from each of the supporting documents.	
	There is clear evidence that data from each of the supporting documents are appropriate used, analyzed, and synthesized.	
	Data from the supporting documents are used to answer the research question.	
	The ideas are written in a clearly structured and logical manner.	
	There is appropriate analysis of the data from each of the supporting documents.	
	Application of the supporting documents provide a balanced (two-sided) argument to addressing the research question.	
	The analysis provides breadth, depth, and varied perspectives.	
	Potential degree of bias or limitations of the evidence has been considered.	
	The analysis and evaluation make appropriate reference to the chosen conceptual lens and how this relates to / addresses the research question.	
	All knowledge claims are backed by evidence from the supporting documents and cited or referenced accordingly.	
	There is coherent integration of ideas to answer the research question.	

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<b>E</b>	<b>Conclusions (3 marks)</b>	<b>Completed</b>
	The conclusions are relevant and answer the research question in its entirety.	
	The conclusions are succinct and clear.	
	The conclusions are supported by the data/evidence from the supporting 3 – 5 documents.	
	Conclusions are consistent with the evidence presented in the body of the business research project.	
	The conclusions are a logical extension of the arguments presented in the analysis and evaluation.	
	The conclusions are consistent with the evidence from the supporting documents <u>and</u> the analysis presented in the business research project.	
	Any assumptions underpinning the arguments presented plus the implications have been considered.	
	There is reference to the chosen conceptual lens in the conclusion and it is clear how this relates to / addresses the research question.	
	There are no new ideas introduced in the conclusions (except any unanswered questions, if relevant).	

<b>F</b>	<b>Structure (2 marks)</b>	<b>Completed</b>
	The business research project follows a logical structure from identifying the issue or problem through to the conclusion(s).	
	A title page (cover page) is included, with the following information: (i) Subject, i.e., IB DP Business Management (indicate SL or HL) (ii) Research question (phrased as a probing question) (iii) Key concept (iv) Exam session, e.g., May 202X or November 202X (v) Word count declaration	
	The written commentary is within the word count limit, i.e., 1,800 words.	
	There is a full and accurate contents page (placed after the front cover sheet) with accurate page numbers.	
	Appropriate headings and sub-headings are used, making the work easy to follow.	
	A complete bibliography is included.	

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<p>The introduction of the business research project:</p> <ul style="list-style-type: none"> <li>(i) Sets the context, i.e., background information about the organization.</li> <li>(ii) Gives a clear outline of the issue or problem under investigation.</li> <li>(iii) Explains the methodology used to investigate this issue or problem.</li> <li>(iv) Explains the relevance of the chosen key concept to the research question.</li> </ul>	
<p>The main body of the business research project:</p> <ul style="list-style-type: none"> <li>(i) Includes analysis of the findings from the supporting documents, used to address the research question.</li> <li>(ii) Integrates relevant business management tools and theories.</li> <li>(iii) Integrated the key concept.</li> <li>(iv) Shows an evaluative approach to the discussion of the findings (two-sided arguments).</li> </ul>	
<p>The conclusion of the business research project:</p> <ul style="list-style-type: none"> <li>(i) Answers the research question explicitly and entirely.</li> <li>(ii) Makes explicit and relevant reference to the key concept in answering the research question.</li> <li>(iii) Does not introduce any facts or arguments that have not already been discussed in previous sections of the IA.</li> <li>(iv) Where appropriate, includes aspects of the research question that have not been fully answered in the IA or that might need further investigation to be judged more effectively.</li> </ul>	

<b>G      Presentation (2 marks)</b>	<b>Completed</b>
All aspects of the business research project are clearly presented.	
There is an appropriate title page (cover page).	
The title page is anonymized.	
There is an authenticity statement (declaration of authenticity).	
The work is presented in font size 11 or 12.	
Times New Roman or Arial font has been used.	
1.5 or double line spacing has been used.	
Tables, diagrams, images, and charts (if used) have all been appropriately labelled with a suitable title.	

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Sources are appropriately cited or referenced for all supporting documents.	
The first 3 – 5 items in the Bibliography explicitly refer to the supporting documents.	
The 3 – 5 supporting documents are combined into a single PDF document for separate upload to the IB.	
Each of the supporting documents is clearly labelled and starts on a new page.	
Appropriate <u>and</u> consistent citation/referencing has been used throughout the business research project.	
All pages are numbered (including the supporting documents in the appendices).	

For a detailed explanation of each assessment criterion, with further top tips, go to this page on the InThinking Business Management website:

<https://www.thinkib.net/businessmanagement/page/47962/understanding-the-ia-assessment-criteria>