

Higher Level Marking Criteria



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MARKING THE IB BUSINESS MANAGEMENT HL INTERNAL ASSESSMENT

The HL business management research project is assessed against nine criteria that are related to the assessment objectives for the business management course. Criterion A refers to the research proposal, while criteria B–I are used to assess the written report.

When the work to be assessed has been read, the descriptors for each criterion should be studied until a descriptor is reached that most appropriately describes the achievement level. If a piece of work seems to fall between two descriptors, both descriptors should be read again and the one that more appropriately describes the student's work chosen.

There are nine assessment criteria for the research project.

- Criterion A: Research proposal
- Criterion B: Sources and data
- Criterion C: Use of tools, techniques and theories
- Criterion D: Analysis and evaluation
- Criterion E: Conclusions
- Criterion F: Recommendations
- Criterion G: Structure
- Criterion H: Presentation
- Criterion I: Reflective thinking



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Please note: Criterion A should be used for the research proposal only. The research proposal will **not** factor into any other marking considerations (B-I).

Criterion A: Research proposal

This criterion assesses the extent to which the student presents a research proposal that gives an effective direction for the project, with all the required elements.

Marks: **3**

- The research proposal with all the required elements is appropriate, detailed, clear and focused.
- Be appropriate, clear and focused
- Have a clearly identified and explained methodology and theoretical framework

Criterion B: Sources and data

This criterion assesses the extent to which the student selects primary sources and collects data which address an issue or a decision to be made by an organisation or a range of organisations in appropriate depth and breadth.

Marks: **3**

- The primary sources selected and the data collected are appropriate, varied and sufficient.
- Justification of use of primary data required to answer the research question

Criterion C: Use of tools, techniques and theories

This criterion assesses the extent to which the student understands and applies relevant business management tools, techniques and theories so that a greater insight into the situation of the organisation ensues.

Marks: **3**

- There is a good understanding of relevant business management tools, techniques and theories, and these are skilfully applied.
- In-depth understanding of relevant theoretical concepts
- Consistent evidence of the theoretical concepts effective application
- Effective application of relevant sources of data
- Clear integration of sources and data with the theoretical framework

Criterion D: Analysis and evaluation

This criterion assesses the extent to which the student uses his or her results and findings effectively in order to explain the issue or decision to be made and is able to integrate his or her ideas coherently. This criterion also assesses the extent to which the student evaluates his or her arguments and makes judgments that are well substantiated.

Marks: **6**

There is a skilful analysis of the results and findings, a coherent integration of ideas and consistent evidence of substantiated evaluation. The analysis and evaluation must:

- Be appropriate
- Show sound integration of ideas and issues in a coherent order

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	<ul style="list-style-type: none"> Show consistent evidence of critical, reflective thinking
Criterion E: Conclusions This criterion assesses the extent to which the student is able to draw relevant conclusions based on the analysis of the report.	
Marks: 2	<ul style="list-style-type: none"> Conclusions are substantiated and consistent with the evidence presented in the main body of the report. Be well developed. Areas for further study have been identified, if appropriate.
Criterion F: Recommendations This criterion assesses the extent to which the student is able to make substantiated recommendations that are consistent with the conclusions made and answer the research question.	
Marks: 2	<ul style="list-style-type: none"> Research question restated and answered. The recommendations are substantiated and consistent with the conclusions, and they answer the research question.
Criterion G: Structure This criterion assesses the extent to which the student organises his or her ideas into a structured report with an argument that is easy to follow.	
Marks: 2	<ul style="list-style-type: none"> Follows required structure. The argument is clear throughout and consistently addresses the research question.
Criterion H: Presentation This criterion assesses the extent to which the student presents all the required components of the written report in the correct order and format.	
Marks: 2	<ul style="list-style-type: none"> The report includes all of the required components in the correct order and format.
Criterion I: Reflective thinking This criterion assesses the extent to which the student is able to reflect critically on their own work.	
Marks: 2	<ul style="list-style-type: none"> The report includes appropriate evidence of reflective thinking on the approach taken in this piece of research and its limitations.