**Business & Management Internal Assessment**

**Requirements for the SL Written Commentary**

* The subject matter for the IA must be chosen from a topic (s) or subtopic (s) from the Standard Level syllabus.
* The purpose of the assignment will be the application of business theory learned in the classroom to a contemporary business issue. This will be achieved through the production of a written commentary, not exceeding 1500 words.
* The IA must examine a current business or commercial issue, or problem, which will require analysis and evaluation. Judgments are likely to be made throughout the article, but most importantly within its conclusion.
* The student is expected to show understanding and application of a clearly identified business concept, or concepts included in the Standard Level program and show how the concept(s) apply to the selected contemporary issue.
* In most cases the production of the IA will rely solely on the collection and analysis of secondary data. However, the collection of some primary data, such as customer satisfaction data, is not excluded, but is not expected in the majority of IAs.
* The title of the IA should include a question worthy of examination. An example might be, ‘Can the independent food retailer survive?’. The IA could then examine business concepts such as economies of scale, mergers and acquisitions, distribution chains, the marketing mix, and the impact of changes in the external environment represented as economic, social and demographic trends.
* The candidate is likely to make judgments throughout the IA about the significance and nature of change, but would also be expected to answer the overall question regarding survival of independent food retailers in the IAs conclusion.
* The IA format should not preclude the use of numerate techniques such as ratio analysis or statistical trends, tables or graphs, as the inclusion of appropriate data is frequently the case in articles in business magazines and publications. This data can provide the basis for analysis and provide evidence for judgments made.
* The candidate is expected to research the IA and to include with it **three to five** supporting documents from which the *majority* of the information for the article has been obtained. These documents must be current (within two years) and could include some of the following:

Market research surveys

Articles from the local, national or international press

Financial reports

Business accounts

Business plans

Mission statements

Web based surveys

Extracts from company websites or printed materials

Government and other statistics

Academic publications

Responses to questionnaires (blank copy of survey and tabulated results)

Transcripts of interviews and/or focus group discussions

* The SELECTION of the documents is very important. It is expected that the IAs will present contrasting ideas and views and be prepared by different authors and publications. The selection of five documents, for instance, produced by a single company would provide no balance or objectivity.
* Textbooks, class notes and DVD/Videos should not be included as they cannot be accepted as one or more of the documents, although they may provide supporting evidence and should be referenced accordingly.
* All documents attached to the IA should be included in a bibliography presented at the end of the article. An acceptable form of text referencing should be employed throughout the IA.