Criterion A-Supporting Documents

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | There are only one or two, or more than five, supporting documents, or they are of marginal relevance. |
| 2 | The supporting documents are generally relevant but some lack depth, or they were published more than three years prior to the submission of the IA to the IB, or they are not all translated in the language of submission. |
| 3 | The supporting documents are relevant and sufficiently in-depth. |
| 4 | The supporting documents are relevant, sufficiently in-depth and provide a range of ideas and views. |

Criterion B-Choice and Application of Tools, Techniques and Theories

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | There is a limited selection of business management tools, techniques and theories, and these are not applied. |
| 2 | There is a limited selection of business management tools, techniques and theories, and these are superficially applied. |
| 3 | There is an appropriate selection of business management tools, techniques and theories, but these are superficially applied. |
| 4 | There is an appropriate selection of business management tools, techniques and theories, and these are suitably applied. |
| 5 | There is an appropriate selection of business management tools, techniques and theories, and these are skillfully applied. |

Criterion C-Choice and Analysis of Data and Integration of Ideas

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | There is a limited selection of data from the supporting documents but no analysis. |
| 2 | There is a limited selection of data from the supporting documents with superficial analysis. |
| 3 | There is an appropriate selection of data from the supporting documents with satisfactory analysis. |
| 4 | There is an appropriate selection of data from the supporting documents with good analysis and some integration of ideas. |
| 5 | There is an appropriate selection of data from the supporting documents with skillful analysis and a coherent integration of ideas. |
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Criterion D-Conclusions

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | Conclusions are inconsistent with the evidence presented, or conclusions are superficial. |
| 2 | Some conclusions are consistent with the evidence presented. |
| 3 | Conclusions are consistent with the evidence presented and explicitly answer the commentary question. |

Criterion E-Evaluation

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | There is limited evidence of evaluation. |
| 2 | There is evidence of evaluation, and some judgments are substantiated. |
| 3 | There is evidence of evaluation, and judgments are substantiated. |
| 4 | There is thorough evidence of evaluation, and judgments are well substantiated. |

Criterion F-Structure

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | Limited structure. |
| 2 | Appropriate structure. |

Criterion G-Presentation

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| **Marks** | **Level descriptor** |
| 0 | The work does not reach a standard described by the descriptors below. |
| 1 | One or more of the above elements of a well presented commentary is missing. |
| 2 | All of the above elements of a well presented commentary are included. |

There are seven assessment criteria for the written commentary.

Criterion A: Supporting documents

Criterion B: Choice and application of business tools, techniques and theories

Criterion C: Choice and analysis of data and integration of ideas

Criterion D: Conclusions

Criterion E: Evaluation

Criterion F: Structure

Criterion G: Presentation