IB Business Management Summer IA Preparation Assignment

Westlake High School – IB Business Management

Internal Assessment (IA) Research & Writing Preparation

The purpose of this summer assignment is to prepare you for the IB Business Management Internal Assessment (IA). You will learn how to conduct business research, evaluate credible sources, develop a focused research question, and practice academic writing using MLA formatting guidelines from Purdue OWL.

Your work will help you begin the IA process early and select a strong business issue connected to one of the four IB Business Management key concepts:

- **Change**
- **Creativity**
- **Ethics**
- **Sustainability**

Assignment Requirements

Part 1 – Purdue OWL Research and Writing Review

Visit the following Purdue OWL resources:

- MLA Formatting Guide
- Evaluating Sources
- Avoiding Plagiarism

After reviewing the resources, complete the following:

Write a 1–2 page reflection that answers:

1. What is plagiarism and how can it be avoided?
2. Why are credible business sources important for the IA?
3. How does MLA formatting improve academic writing?
4. What challenges do you think students face when conducting business research?

Part 2 – Select a Business

Choose ONE real business or nonprofit organization that interests you.

Examples:

- Nike
- Starbucks
- Tesla
- Chick-fil-A
- Disney

Your selected business must:

- Be currently operating
- Have enough available research and articles
- Have a current business issue or challenge
- Connect to one IB key concept

Part 3 – Research a Business Issue

Identify a current issue involving your business related to:

IB Concept	Example Topics
Ethics	labor practices, advertising ethics, environmental concerns
Change	leadership changes, rebranding, AI integration
Creativity	innovative marketing campaigns, new product launches
Sustainability	eco-friendly packaging, carbon reduction, supply chain sustainability

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Part 4 – Research Question Development

Create ONE possible IA-style research question.

Example Questions:

- "To what extent has Nike's sustainability strategy improved its brand image?"
- "How effective has Starbucks's mobile ordering system been in increasing customer satisfaction?"
- "To what extent should Tesla change its pricing strategy due to increasing competition?"

Part 5 – Article Collection

Find:

- **3 credible business articles**
- Articles must come from reputable business sources such as:
  - Forbes
  - The Wall Street Journal
  - CNBC
  - Business Insider
  - Reuters

For EACH article include:

1. MLA citation
2. 5–7 sentence summary
3. Explanation of how the article supports your IA topic

Part 6 – Preliminary IA Proposal

Submit a typed proposal including:

Required Sections

1. Selected Business
2. Key Concept
3. Proposed Research Question
4. Explanation of the Business Issue

5. Why this issue matters to the business
6. Three article summaries
7. Personal reflection on why you selected this topic

Suggested Companies for Strong IA Topics

1. Nike

Strong IA Areas:

- Sustainability
- Ethics
- Supply chain management
- Brand image

Sample Article

Nike Sustainability News

Possible IA Question

"To what extent has Nike's sustainability campaign improved consumer perception of the brand?"

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2. Starbucks

Strong IA Areas:

- Change management
- Technology integration
- Employee relations
- Ethics

Sample Article

Starbucks Newsroom

Possible IA Question

"How effective has Starbucks' investment in digital technology been in improving customer loyalty?"

IA Preparation Rubric (40 Points)

Criteria	Excellent	Good	Developing	Beginning	Points
Purdue OWL Reflection	Thorough analysis and strong understanding	Good understanding with details	Basic understanding	Minimal effort	/5
Business Selection	Strong business with clear IA potential	Appropriate business selected	Limited IA potential	Weak choice	/5
Research Question	Focused, analytical, measurable	Mostly focused	Somewhat broad	Unclear question	/5
Article Quality	Highly credible and relevant	Mostly credible	Some weak sources	Poor sources	/5
Article Summaries	Detailed and analytical	Mostly detailed	Limited analysis	Incomplete	/5
Connection to IB Concept	Strong and clear connection	Clear connection	Weak connection	No clear connection	/5
Writing & MLA Format	Professional and accurate	Minor errors	Several errors	Major formatting issues	/5
Overall Effort & Completion	Exceptional effort	Complete	Partially complete	Incomplete	/5

Total: /40 Points

Submission Requirements

- Typed in MLA format
- 12-point Times New Roman
- Double spaced
- Include MLA heading
- Submit electronically before the first week of school

This assignment is designed to:

- Prepare students for the IB IA writing process
- Strengthen research and analytical skills
- Develop stronger academic writing habits
- Help students identify strong IA topics before the school year begins
- Introduce students to credible business research practices