IB Business Management IA Preparation

Creating Your Title Page, Introduction, and Table of Contents

As you begin preparing for your IB Business Management Internal Assessment (IA), it is important to organize your work professionally. The first sections of your paper help establish the purpose of your research and create a strong first impression.

For this assignment, you will create:

1. A Title Page
2. An Introduction
3. A Table of Contents

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1. Title Page Requirements

Your title page should be professional, organized, and formatted neatly.

Include the Following:

- Title of your IA
- Your research question
- Your name
- Course: IB Business Management
- Teacher: Dr. Cook
- School: Westlake High School
- Date

Example Title Page Layout

Investigating the Impact of Sustainability on Brand Image at Nike

Research Question:

“To what extent has Nike’s sustainability strategy improved consumer perception and profitability?”

Student Name
IB Business Management
Dr. Cook
Westlake High School
August 2026

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2. Introduction Requirements

The introduction explains:

- The business you selected
- The issue you are researching
- Why the issue matters
- The financial importance of the issue
- Your research question

Your introduction should be approximately:

- 1–2 paragraphs
- 200–300 words

Your Introduction Must Include:

A. Business Overview

Briefly explain:

- What the company does
- Industry
- Main products or services

B. Explanation of the Business Issue

Describe:

- The current challenge or opportunity
- Why the issue is important

D. Research Question

Clearly state your IA research question at the end of the introduction.

Example Introduction Starter

Starbucks is one of the world's leading coffee retailers and operates thousands of stores globally. In recent years, Starbucks has invested heavily in mobile ordering technology and digital customer engagement strategies to improve customer convenience and increase sales growth.

This issue is important because digital ordering systems may improve operational efficiency, customer satisfaction, and profitability while also increasing technology costs and employee training expenses. Understanding whether these investments positively impact financial performance is important for future business decision-making.

Research Question:

"To what extent has Starbucks' investment in mobile ordering technology improved customer loyalty and profitability?"

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3. Table of Contents Requirements

Your table of contents should list all major sections of your IA.

You may update page numbers later as your IA develops.

Example Table of Contents

Section	Page
Title Page	1
Introduction	2
Company Background	3
Research Question	4

Section	Page
Stakeholder Analysis	6
Conclusions	7
Works Cited	8

Formatting Requirements

- MLA Format
- Times New Roman
- 12-point font
- Double spaced
- Professional headings
- Correct grammar and spelling

Assignment Submission Checklist

Students Must Submit:

✓ Title Page
✓ Introduction
✓ Table of Contents
✓ Research Question
✓ MLA Formatting

Grading Rubric (20 Points)

Criteria	Points
Professional Title Page	5
Clear Introduction	5

Criteria	Points
Financial Considerations Included	5
Organized Table of Contents	5

Total: /20 Points

EXAMPLE

International Baccalaureate

Business Management

Standard Level

Candidate Code: mfp594

School: Westlake High School

Research Question: To what extent can changes in consumer behavior affect Starbucks' progress toward its sustainability goals?

Key concept: Change

Word Count: 1462

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    a. Background of Starbucks

    b. Rationale for Selecting Starbucks

Introduction

Starbucks Corporation began its journey in 1971 in Seattle's Pike Place Market as a single coffee shop. Today, it's grown into the world's largest specialty coffee chain, serving millions of people every day. (Starbucks, 2025) Starbucks built its global reputation not only on their premium coffee but also on its commitment to maintain a sustainable business. For a business, sustainability means operating in a way that balances environmental responsibility and social impact. However, this also could mean that Starbucks' progress toward sustainability heavily relies on consumer behavior, which is easily prone to change. For example, modern consumers are increasingly seeking brands that demonstrate environmental responsibility. These consumers prefer products with recyclable packaging, ethically sourced ingredients, and low ecological impact. This approach enables Starbucks to offer a diverse range of products, including handcrafted drinks, bakery treats, packaged coffee, ready-to-drink beverages, and even branded merchandise. Starbucks has responded to this shift in consumer behavior by introducing initiatives such as reusable cup programs, innovative menus, and better customer service. This paper explores the extent to which these changes in consumer behavior accelerated Starbucks' sustainability initiatives and evaluates the benefits and drawbacks this approach might have. This is important because the consumer population is what can make or break a business, so it is important to adjust policies based on the majority of public opinions. By analyzing Starbucks' efforts alongside consumer trends, it will be easier to understand how evolving preferences are

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Gross, Jenny. "**Booming Cold Drink Sales Mean More Plastic Waste. So Starbucks Redesigned Its Cups.**" *AP News*, 18 Apr. 2024, https://apnews.com/article/90f19ce6ff721c7bf900f1447932dcc0.

Hauser, Christine. "Starbucks to Pilot Compostable Fiber Cold Cups." *New York Post*, 19 Feb. 2025, https://nypost.com/2025/02/19/lifestyle/starbucks-is-making-a-big-change-to-cups-but-some-iced-coffee-lovers-will-be-mad.

Starbucks Corporation. "**Starbucks Reports Q4 Full Fiscal Year 2025 Results.**" *Starbucks*, 29 Oct. 2025, https://about.starbucks.com/press/2025/starbucks-reports-q4-full-fiscal-year-2025-results/.