IB BUSINESS INTERNAL ASSESSMENT HL FIRST DRAFT ASSESSMENT RUBRIC

**SHARE VIA GOOGLE DOC! MAKE SURE IT IS A GOOGLEDOC OTHERWISE I CANNOT EDIT IT WITH CORRECTIONS! IF YOU DON’T GET FEEDBACK YOU WILL KNOW WHY NOW**

**Graded out of total: 15 Marks**

**Grade – 10% of semester 1 grade**

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| **Action Plan Grade out of 4** | **Descriptor** |
| 0 | There is no research proposal or action plan. |
| 1 | There is a research proposal and action plan. However, elements of the research proposal or action plan are inappropriate. |
| 2 | The research proposal and action plan are generally appropriate, but they are not clear and focused. |
| 3 | The research proposal and action plan are appropriate, clear and focused. There is some identification of the theoretical framework and methodology to be employed. |
| 4 | The research proposal and action plan are appropriate, clear and focused. There is clear identification and explanation of the theoretical framework and methodology to be employed. |

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| **Research/main findings/analysis** | **Descriptor** |
| 0 | There is no introduction/main findings/analysis of primary research. |
| 1 | Introduction is very limited with no scope given as to the methodology of the primary research (i.e. how it was carried out and what items of primary research where achieved). Findings are very limited and the discussion is superficial (not related to the actual primary research findings). The report lacks order and coherence (order should be introduction/methodology/main findings/analysis). Word count is below 1000 for the four sections. Main findings lack enough illustrative material to convey primary research results (there must be pie charts/graphs that have collated your primary research results) |
| 2 | Findings are limited/not enough primary research has been carried out (must be at least 20 questionnaires/surveys and at least one interview with a senior figure involved in decision making in organization), and the discussion tends to be superficial (as in not related to the findings). The structure is laid out correctly (order should be introduction/methodology/main findings/analysis). Word count is below 1000 words. |
| 3 | There is some analysis of the findings but the discussion may be unnecessarily descriptive and is not related to theory/findings enough. There is some integration of ideas and issues in a logical order and the structure is laid out correctly (order should be introduction/methodology/main findings/analysis). Word Count is between 1000 – 1500 words. |
| 4 | The analysis of the findings is appropriate and is related to the primary research data gathered and the theory laid out in the key areas of the syllabus from the research proposal. There is some integration of ideas and issues in a coherent order. (order should be introduction/methodology/main findings/analysis). Word count is between 1500 - 2000 words. |
| 5 | The analysis of the findings is appropriate and there is an attempt at evaluation by looking at the effects of the primary research data on the organization in question and the theory presented to analyse the data. There is sound integration of ideas and issues in a coherent order. (order should be introduction/methodology/main findings/analysis). Word count is between 1500 - 2000 words. |
| 6 | The analysis and evaluation of the findings are appropriate. There is sound integration of ideas and issues in a coherent order, and some evidence of critical thinking in regards to the effects on the organization in question from primary data results and theory’s presented to analyse the data. There is sound integration of ideas and issues in a coherent order. (order should be introduction/methodology/main findings/analysis). Word count is between 1500 - 2000 words. |

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| **Conclusion onwards** | **Descriptor** |
| 0 | There are conclusions but they are not backed up by research/data presented in the main body of IA |
| 1 | There is are conclusions and recommendations but no mention of limitations of research |
| 2 | There are conclusions, recommendations and limitations of research presented but no bibliography |
| 3 | There are conclusions, recommendations, limitations of research presented and an appropriate bibliography |
| 4 | There are conclusions, recommendations, limitations of research presented, appropriate bibliography and an appendix with appropriate research presented in appendix but referencing is poor |
| 5 | There are conclusions, recommendations, limitations of research presented, appropriate bibliography and an appendix with appropriate research presented in appendix and referencing is appropriate throughout IA |