

Business management assessed student work

First assessment 2024

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Diploma Programme

Business management assessed student work

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IB mission statement

The International Baccalaureate aims to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect.

To this end the organization works with schools, governments and international organizations to develop challenging programmes of international education and rigorous assessment.

These programmes encourage students across the world to become active, compassionate and lifelong learners who understand that other people, with their differences, can also be right.



IB learner profile

The aim of all IB programmes is to develop internationally minded people who, recognizing their common humanity and shared guardianship of the planet, help to create a better and more peaceful world.

As IB learners we strive to be:

INQUIRERS

We nurture our curiosity, developing skills for inquiry and research. We know how to learn independently and with others. We learn with enthusiasm and sustain our love of learning throughout life.

KNOWLEDGEABLE

We develop and use conceptual understanding, exploring knowledge across a range of disciplines. We engage with issues and ideas that have local and global significance.

THINKERS

We use critical and creative thinking skills to analyse and take responsible action on complex problems. We exercise initiative in making reasoned, ethical decisions.

COMMUNICATORS

We express ourselves confidently and creatively in more than one language and in many ways. We collaborate effectively, listening carefully to the perspectives of other individuals and groups.

PRINCIPLED

We act with integrity and honesty, with a strong sense of fairness and justice, and with respect for the dignity and rights of people everywhere. We take responsibility for our actions and their consequences.

OPEN-MINDED

We critically appreciate our own cultures and personal histories, as well as the values and traditions of others. We seek and evaluate a range of points of view, and we are willing to grow from the experience.

CARING

We show empathy, compassion and respect. We have a commitment to service, and we act to make a positive difference in the lives of others and in the world around us.

RISK-TAKERS

We approach uncertainty with forethought and determination; we work independently and cooperatively to explore new ideas and innovative strategies. We are resourceful and resilient in the face of challenges and change.

BALANCED

We understand the importance of balancing different aspects of our lives—intellectual, physical, and emotional—to achieve well-being for ourselves and others. We recognize our interdependence with other people and with the world in which we live.

REFLECTIVE

We thoughtfully consider the world and our own ideas and experience. We work to understand our strengths and weaknesses in order to support our learning and personal development.

The IB learner profile represents 10 attributes valued by IB World Schools. We believe these attributes, and others like them, can help individuals and groups become responsible members of local, national and global communities.

Overview

Most of the examples included in this publication are authentic work created by students taking the DP business management course and are presented in their original styles, which may include spelling, grammatical and any other errors. These examples have been anonymized where necessary (names may have been changed or deleted).

We have provided these examples to illustrate the assessment components of the business management course for first assessment in 2024.

These examples will be replaced with examination examples from the first assessment in 2024.

SL/HL Paper 1

Example 1

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 2

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 3

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 4

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 5

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

SL Paper 2

Example 6

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 7

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 8

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 9

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 10

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

HL Paper 2

Example 11

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 12

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 13

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 14

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 15

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

HL Paper 3

Example 16

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 17

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 18

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 19

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Example 20

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Business research projects

Project A

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Project B

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Project C

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Project D

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Project E

[Student work \(PDF\)](#)

[Examiner comments coversheet \(PDF\)](#)

Updates to the publication

This section outlines the updates made to this publication over the past two years. The changes are ordered from the most recent to the oldest updates. Minor spelling and typographical corrections are not listed.

Updates for June 2023

“Business research projects”

Removal of out-of-date or incorrect content.

The previous “Project B” has been removed. The previous “Project C” is now “Project B”, the previous “Project D” is now “Project C”, the previous “Project E” is now “Project D”, and the previous “Project F” is now “Project E”.