

IB BUSINESS & MANAGEMENT – HL Year 2

Summer Assignment

SUMMER 2018

You have 2 assignments this summer, both related to your Internal Assessment. To ensure that you do not wait until the last minute to complete these activities, they will each have their own due date. If you have difficulties with any aspect of these assignments, please email me at skucharek@wscloud.org over the summer and I will respond as quickly as possible. I will send out a Remind, when the due date is close, and you will submit your assignments to me through email.

1. Abbreviated Bibliography for your Secondary Research:

- Due by July 4, 2018 – this needs to be emailed to me
- Although not part of the final bibliography, for each source include a link to the website where you found the information so I may review it and provide you feedback over the summer
- Include your Research Question AT THE TOP OF the bibliography so I have it handy as I review your sources
 - Find AT LEAST 4 secondary sources for your Internal Assessment, and prepare an “**Abbreviated Bibliography – in either APA or MLA format**” (I call it abbreviated only because it isn’t complete since it is only 4 sources)
 - Your secondary research should give you information about the industry in which your business operates, including trends and things that may affect your business AS IT RELATES TO YOUR RESEARCH QUESTION, as well as any data that is specific to your business that has already been collected, like financials. In short, your secondary research should give you information that will help you answer your research question that confirms/ supports/contradicts your primary research results.
 - Each source should be annotated (see attached rubric). For each source, print out, highlight the relevant information for your IA, and describe the validity of each source as well as how it will help answer your research question. (Bring your highlighted documents with you to school in the fall; you do **not** need to email them to me)

- Your sources should be a variety of types/formats; try to find at least one source from each of the following types (if possible), although you may have more than one:
 - Final Accounts _____
 - Market Research Reports/Surveys _____
 - Newspaper Articles _____
 - Business Plans _____
 - Extracts from Web-based Articles _____
- They should be written within 2 years of the date that your IA is due, so no sources older than December of 2016.
- Refer to the Research Booklet that Ms. Humphries prepared for us earlier this year for websites with research-based information/sites.
- By the time you start writing your research paper, you should have between 6-8 secondary sources for your project. You will work on finding the rest of them in the fall after you have the results of your primary research.

2. **Primary Research:** conduct your primary research during the summer months. This will be your survey(s) AND your interview(s), etc. All of your completed surveys (or the typed answers to your interview questions if you are not administering a survey or Observation forms) – including any that you didn’t administer – will be **due on the first day of school.**)

- Schedule a time(s) to conduct your survey(s). Be sure you are in contact with your business so they know your plan for administering your surveys.
 - Save EACH survey you administer and we will tabulate and analyze the results in the fall. Do NOT throw the surveys away or you will have to start over.
 - Count how many surveys were actually completed and write that number down on a post-it and place it ON TOP OF the completed surveys.
- Be sure to schedule your interview(s) well in advance of when you want to actually conduct them. You may want to touch base with them now, while we are still in school, to let them know you need to do this by August. IT MUST BE COMPLETED BEFORE WE START SCHOOL.
- You don’t need to have the answers from the interview typed on the first day of school in the fall, but you should have the answers. You will type them up in the fall. Just make sure you can read your writing.