

IB Business Management Internal Assessment guide - Common pitfall checklist

You can use the checklist below, or give it as a class exercise and peer review session.

	Pitfall	Check
1	RQ is too broad, too narrow, or double-barrelled	[]
2	RQ is descriptive, hypothetical, or uses vague/leading terms (e.g., "successful", "scandal")	[]
3	RQ not linked to a specific syllabus unit, timeframe, product, or market	[]
4	Key concept (creativity, ethics, sustainability, change) not clearly defined in own words	[]
5	Key concept not referenced in introduction, body, and conclusion	[]
6	Key concept not used as a "lens" for analysis	[]
7	Overuse of generic tools (SWOT/STEEPLE) without depth or relevance	[]
8	Business tools/theories not directly linked to RQ or not critiqued for limitations	[]
9	Fewer than 5 recent, relevant supporting documents (SDs)	[]
10	Over-reliance on secondary sources or one main source	[]
11	Evidence is not clearly integrated or linked to arguments	[]
12	Analysis is mainly descriptive, not evaluative or analytical	[]
13	No consideration of alternative perspectives or stakeholder impacts	[]

	Pitfall	Check
14	Structure is weak (no clear intro/body/conclusion, missing subheadings or flow)	[]
15	No mini-conclusions after major sections	[]
16	Conclusion introduces new information or doesn't answer the RQ	[]
17	Conclusion does not reference the key concept	[]
18	Recommendations (if included) are generic, unrealistic, or not linked to findings	[]
19	Sources not properly cited in-text or in bibliography	[]
20	Plagiarism or academic honesty concerns	[]
21	Frequent grammar, spelling, or formatting errors	[]
22	Exceeds 1,800-word limit or does not follow IB formatting guidelines	[]