**IB Business Management Summer Assignment**

**IB Bus. Mangt SL**

Summer Reading Assignment

Summer Reading Options (choose ONE): TITLE DESCRIPTION



**Outliers**

This is a story that is usually told about extremely successful people, a story that focuses on intelligence and ambition. Gladwell argues that the true story of success is very different, and that if we want to understand how some people thrive, we should spend more time looking around them-at such things as their family, their birthplace, or even their birth date. And in revealing that hidden logic, Gladwell presents a fascinating and provocative blueprint for making the most of human potential.



 **Think Like a Freak**

Steven D. Levitt and Stephen J. Dubner have written their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and offer a blueprint for an entirely new way to solve problems. The topics range from business to philanthropy to sports to politics, all with the goal of retraining your brain. Along the way, you'll learn the secrets of a Japanese hot-dog-eating champion, the reason an Australian doctor swallowed a batch of dangerous bacteria, and why Nigerian e-mail scammers make a point of saying they're from Nigeria.



**The Power of Habit**

In The Power of Habit, Pulitzer Prize–winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.

**\*\*Each of these books are available at local libraries, Amazon.com, and Barnes and Noble.**

**Assignment:**

Once you have chosen and read one of the books listed above

* Your task is to assume the role of an Assistant Director of Human Resources.
* Your primary responsibility is to conduct monthly trainings based on books that your company has adopted.
* Create a PowerPoint presentation introducing main concepts covered in your book of choice. Please adhere to the following guidelines when creating your presentation:
* 10-15 slides total
* title slide with creative title for presentation
* minimum of 8-10 clipart/pictures relative to slide content
* use of design template or create own
* text must be large enough to be read by audience
* avoid use of sentences - use bulleted items for main points

This assignment will be covered and expounded upon during our first week of class in the fall. Please bring your book, a printed copy of your presentation and any notes that you have taken that support your understanding of the book during discussions. There will be a graded assignment and a test at the conclusion of the activities. Do not wait until the last minute to read and complete your assignment!!

Mrs. Love

bmlove@fcps.edu

**IB Bus. Mangt HL**

 **Jump Start on IA!!**

You will need to turn in the highlighted items listed below:

• **Company interview** – Select a company to be the subject of your internal assessment; conduct an interview with appropriate personnel to complete the first two sections of your IA. Turn in a summary of your interview.

• **Research Proposal & Action Plan** – Using the sample on Blackboard and the directions below complete this section of your IA.

• **Introduction** – Using the sample on Blackboard and the directions below complete this section of your IA.

**Company interview**( interview a parent, neighbor, boss or friend) to find out about their company.

|  |
| --- |
| A decision/change they are thinking of making (or have implemented in the last six months) |

*MANDATORY* ***questions on page 3, you are not limited to these as you gather information.***

***Research Proposal & Action Plan***

|  |  |
| --- | --- |
| **Heading** | **Notes** |
| Research Question | Same as title.(1) Your research question must be forward looking rather than descriptive. (2) You must be able to research issues thoroughly enough to analyze issues using business tools and theory. (3) Your analysis must directly lead to recommendations for future action by management. |
| Theoretical Framework Rationale Key Areas of Syllabus | Rationale: list reasons you have chosen to do this proposed study, should be beneficial to the company (not because you have easy access to primary source.)Key Areas: please thoroughly review the syllabus for applicable areas. |
| Methodology Primary Research Secondary Research Business Tools and Theory | Primary Research: Briefly describe primary research to be undertaken.Secondary Research: Your paper must include secondary research; briefly describe what information you will need.Business Tools and Theory: Please list at least 3 different tools/theoretical frameworks you will use to analyze the primary and secondary data. How will these tools help you analyze the question.Note: final version may include HL tools/theory |
| Anticipated Difficulties | What problems might you encounter while conducting research? How will you attempt to solve it? |
| Action Plan | Table format including date, activity & revisions. |

***Introduction***

• Provide a brief background of the company and the products/services they offer.

• Summary of the issue you’re examining and the reasons why it is important.

End this section with: This has led me to the following research question: **Repeat your title.**

|  |  |  |
| --- | --- | --- |
| **Heading** | **Notes** | **Points/Comments** |
| ***Rubric*** |
| **Research Question** | Same as title.(1) Your research question must be forward looking rather than descriptive. (2) You must be able to research issue thoroughly enough to analyze issue using business tools and theory. (3) Your analysis must directly lead to recommendations for future action by management. | **5** |
| Theoretical FrameworkRationaleKey Areas of Syllabus | Rationale: list reasons you have chosen to do this proposed study, should be beneficial to the company (not because you have easy access to primary source.)Key Areas: please thoroughly review the syllabus for applicable areas. | **10** |
| MethodologyPrimary ResearchSecondary ResearchBusiness Tools and Theory | Please list at least 3 different tools/theoretical frameworks you will use to analyze the primary and secondary data.Note: final version will include HL tools/theory | **15** |
| Anticipated Difficulties | What problems might you encounter while conducting research? How will you attempt to solve? | **5** |
| Assignment Details | Formatting matches samples on BbWord count on research proposal & action plan no more than 500 words | **5** |
| Introduction | Includes applicable information from the assignment directions & is no more than 350 words | **20** |

**MANDATORY Interview Questions**

**Be sure to take careful notes as you will be transcribing the interview to turn in with the assignment!!**

**1.What does your company do - what are the major products and services provided?**

**2.Who is your primary target market/customer?**

**3.What are the main objectives of your company (i.e. vision, misson, long-term objectives)?**

**4.Who are the major competitors and how does the company differentiate itself?**

**5.Can you share some recent changes made in the company within thelast six months and the reasons for the changes?**

**6.In what ways will this decision/change improve the company?**

**7.If this decision/change stemmed from a problem the company was facing did they try to find any other solutions prior to implementing this one?**

**8.What are the potential risks in implementing this decision/change?**

**9.How do employees feel about this decision/change and how much power do they have in the decision-making process?**

**10. If there is a financial implication to this decision/change, do you have access to that information? Would it be something the company would be willing to share for my research paper?**

**11.Can you provide the names of 2 to 3 other people either in or connected to the company who can act as a resource in writing this paper?**

***(note: three primary sources are a requirement of the IA)***

**Consider sharing with the interviewee the purpose of the assignment so you can work together to determine a decision/change significant enough to allow you to complete the 2,000 word internal assessment.**

**Sample of IA Topics from Past Papers**

**Business Organization and Environment**

1. **Examine potential for opening a new location**
2. **Examine potential for relocating a company factory or office**
3. **Examine potential of converting from a sole trader or partnership to an LLC**

**Human Resources**

1. **Outsourcing payroll management**
2. **Improve company training program**
3. **Methods to improve employee morale**
4. **Introduce a telecommuting strategy**
5. **Examine “flex-time” work possibilities**

**Marketing**

1. **Introduce social networking into marketing mix**
2. **Marketing strategy for new product or new company**
3. **Examine potential new advertising platforms**
4. **Examine products and recommend strategies to reinforce brand image & loyalty**

**Accounting and Finance**

1. **Sources of finance decision – refinance an existing loan? Identify new idea for investing cash?**
2. **Evaluate potential of new payment method (credit cards, online)**

**Additional Information:**

**Access to materials: As soon as Blackboard opens again in July, I will make the IB materials available from the IB Business Management SL course.**

 **In addition, you still have access to the subscription website: www.businessmanagementib.com.**

**Please make sure you carefully review the samples on Blackboard for formatting; the research proposal and action plan should be no more than 500 words and the introduction no more than 350 words.**

**Estimated time to complete: This assignment may take up to 5 hours to complete.**

**Grading: this will account as no more than 5% of your overall 1st quarter grade; late papers will be assessed according to Edison HS policy.**

**For questions over the summer: I can be reached via email at bmlove@fcps.edu. Please allow up to 72 hours for response as there will be days when I am traveling and have limited access to e-mail.**