Dear IB Business Management Yr. 2 Student

Congratulations on completing your first year of IB Business Management! You have laid a solid foundation in the core concepts of business functions, environments, and strategies.

However, Year 2 is where everything accelerates. With the final examinations on the horizon and the critical Internal Assessment (IA) looming, your summer break is the ultimate window to transition from a student who *studies* business to a consultant who *analyzes* it.

To ensure you hit the ground running in September, here is your summer preparation blueprint.

Part 1: Core Subject Revision & Skills Upkeep

Don't let "summer brain" wipe out the hard work you put into Year 1. Dedicate a small block of time each week to keeping your knowledge sharp.

- **Master the Toolkit:** Review your business sub-tools. You should be completely fluent in executing and interpreting a **SWOT Analysis**, **STEEPLE Analysis**, **Ansoff Matrix**, and **Boston Consulting Group (BCG) Matrix**.
- **The Financial Fundamentals:** Year 2 heavily leverages financial tools. Spend time reviewing **Final Accounts** (Profit and Loss accounts and Balance Sheets) and practice calculating **Profitability, Liquidity, and Efficiency Ratios**. You cannot analyze a business effectively if you cannot read its financial health.
- **Stay Content-Current:** Start reading business news weekly (e.g., *The Economist*, *Financial Times*, or *BBC Business*). Pay attention to corporate mergers, supply chain challenges, and leadership shifts. Practice mapping these real-world events back to the key IB concepts: **Change, Culture, Ethics, and Globalization**.

Part 2: Preliminary Instructions for Your Internal Assessment (IA)

The IB Business Management IA is a research project where you act as a business consultant to solve a real problem or make a crucial decision for a real-world business. **Your goal this summer is to finalize your business choice and lock down your research question.**

1. Select the Right Business

- **The Golden Rule:** Choose a real, operating business that you have **direct access** to, or one where ample secondary data (financial reports, media audits, market research) is publicly available.

- **Size Matters:** Small-to-medium local businesses are often easier to research because you can interview the owner or managers directly. Large multinational corporations are fine, but ensure they have enough published, unbiased data available to analyze.

2. Identify a Genuine Forward-Looking Problem or Decision

Your IA cannot just be a history report of something a business *already* did. It must focus on a **current issue or a future strategic decision**.

- *Good angles:* Should Company X expand into a new digital marketplace? How can Company Y address its high employee turnover rate? Should Company Z automate its production line?

3. Draft Your Conceptual Research Question

Your question must be focused, directional, and explicitly mention the business and the decision. Use this template to start brainstorming:

"Should **[Name of Business]** implement **[Proposed Strategy/Solution]** in order to address **[Specific Problem/Goal]**?"

Your Summer Deliverables Checklist

When you walk into class on the first day of Year 2, you should have a folder ready with the following three items:

- [ ] **The Business Profile:** A 1-page summary of your chosen IA company, including its size, industry, main product/service, and primary competitors.
- [ ] **Three IA Proposal Ideas:** Three distinct combinations of a business + a problem + a drafted research question. We will review these together in week one to select the absolute strongest option.
- [ ] **A Flashcard Deck:** A digital or physical deck of key terms from Units 1 through 3 to prove your foundational knowledge is intact.

Enjoy your break, rest up, but keep your business mind active. The effort you invest over the next few weeks will dramatically lower your stress levels during the intense autumn term.

Best regards,

Mr. Van Blijenburgh