

Assessment Prep with Kognity

IBDP Business Management

What is this guide for?

This guide is designed to help you make the most out of Kognity as a tool to prepare students for success both in formative assessments and IBDP exam preparation.

How does Kognity help with assessment preparation for IBDP Business Management?

According to [John Hattie](#), Professor of Education and Director of the Melbourne Educational Research Institute at the University of Melbourne, Australia, feedback is an important driver for improving teaching and learning. Formative assessments play a large role in consistent feedback throughout the year as students prepare for their IBDP exams. Kognity provides efficient tools for immediate feedback to both the student and teacher.

“

*Think of feedback
as received,
not given.*

”

- John Hattie

For students:

Students can test their problem solving, interpretation and analysis skills in Business Management through completing worked examples and receiving immediate feedback on their responses. In addition, at the end of each section, students can complete section questions that are auto-graded, allowing them to receive feedback right away on their progress.



For teachers:

Teachers get immediate feedback on their students' progress through the performance overview dashboard, located on the statistics page. Here, teachers can view a visual representation of student quiz and assignment scores. Teachers can then easily identify those students who need help, which makes intervention fast and efficient.



Below you will find some ways teachers can use Kognity's resources to successfully prepare their students for IBDP Business Management assessment components. Click on each picture to explore more in Kognity Business Management!

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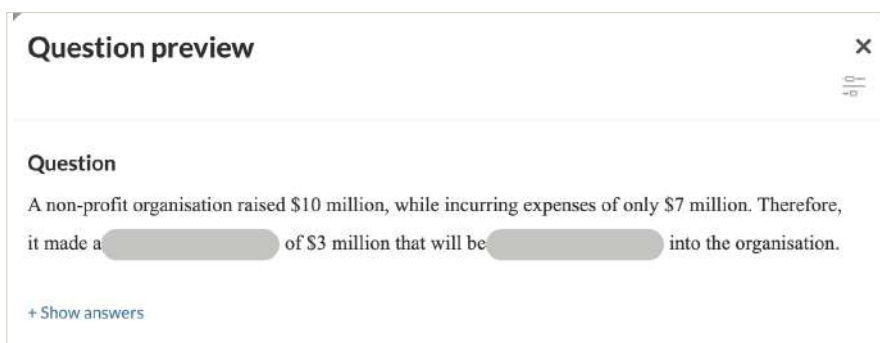
Paper 2

Paper 1

How does Kognity help with formative assessments?

Revision Quizzes

Kognity's [question assignments](#) can be used as revision quizzes for review at the end of a unit. Teachers can drill students on specific techniques and tools using multiple examples. All question assignments are auto-graded, so students and teachers can immediately receive the results. Teachers can then revise any common mistakes before starting to teach new content.



Question preview

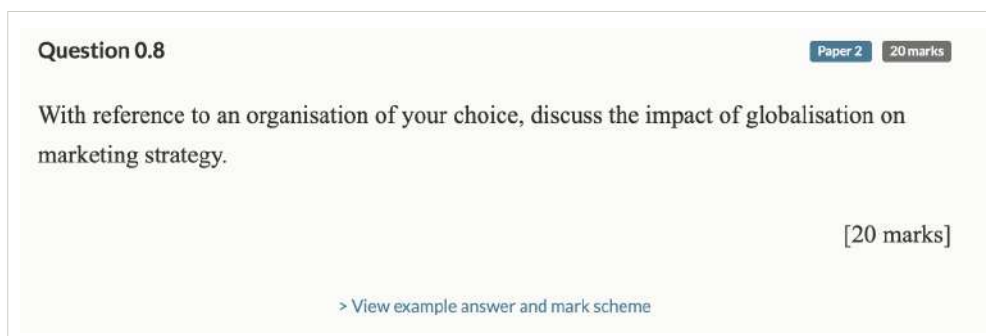
Question

A non-profit organisation raised \$10 million, while incurring expenses of only \$7 million. Therefore, it made a [redacted] of \$3 million that will be [redacted] into the organisation.

+ Show answers

Exam Practice Tasks

Kognity provides exam-style questions, marks schemes and model answers that teachers can use in a variety of different ways with their students. For example, teachers can go over a practice paper as a class, write the answer together, and focus on examiner comments.



Question 0.8 Paper 2 20 marks

With reference to an organisation of your choice, discuss the impact of globalisation on marketing strategy.

[20 marks]

> View example answer and mark scheme

How does Kognity help with formative assessments?

Tables and Organizers

The textbook often organizes learning into tables. Teachers can copy these and modify them (for example by adding new empty cells or asking students to switch for their own examples or the example in a case being reviewed).

Table 1. Businesses in the private sector.

Advantages	Disadvantages
Sole trader	
Easy to set up	Unlimited liability
Owner has total control	No help with decision-making
Owner keeps all profits	Owner assumes all losses
Financial performance remains confidential	Limited access to financing
	Uncertainty should the owner die or become incapacitated

Self-Study

To provide students with resources for self-directed active recall study, use Strength tests and battles.

Strength test

Question 1

A business uses a combination of human, physical and financial resources to produce goods and services. A car manufacturer uses heavy machinery as a form of input, to produce different parts of its cars. How would you categorise the production process for this manufacturer?



How does Kognity help with formative assessments?

Try for yourself! questions

Students can test their understanding by attempting questions embedded in the text, and then immediately viewing the answer to see if they get it correct. The questions also include an explanation on how to answer correctly. It gives students immediate feedback, as well as the tools to understand their mistakes and improve.

Try for yourself!

A Business Management teacher is paid €1,000 for each lesson he teaches. Each of his classes has 20 students. What is the average cost per student?

+ Show answer

How does Kognity help with IB Assessment Preparation?



Internal Assessment (IA)


To ensure success in the IA, teachers must spend time introducing and explaining the criteria and responsibilities to their students. Kognity's IA topic is a great resource for both teachers and students to understand the requirements and see clear and detailed examples for each criterion, as well as formats for planning and reviewing their drafts.

6 Internal assessment guide	
Subtopic	Sections
6.0 Introduction	0/6
6.1 Criteria	0/10
6.2 Tips	0/2

The best way to prepare students for this requirement is to give them opportunities to practice. The beginning of each section starts with the Big Picture, and a link to a concept.

Paper 1

Kognity provides examples of how course concepts, theories and tools apply to companies through case studies featured in each of the subtopics. Promote close reading and analysis of case studies using jigsaw and collaboration activities. Exam tips are written by IB examiners and provide students with an understanding of what is expected of them in their exams.

 **Case study**
Rajawongse Clothiers: High-quality job production




Figure 2: Jesse and Victor Rajawongse.
Source: Rajawongse

Exam Tip

The Paper 1 case study will give you in-depth information about a fictional company. Some of the company's traits will be positive, others will not. If the company is suffering from a poorly motivated workforce, then a likely question may ask you to suggest how motivation could be improved. If the problem is with production staff, then this may be an opportunity to suggest adopting cell production.

How does Kognity help with IB Assessment Preparation?

Paper 2

Kognity's exam-style assignments are all based on Paper 2 and contain questions, example answers and commented mark schemes that provide students tips for success that are written by examiners. Just add a timer when using an exam-style assignment to model real exam conditions!

Question preview ×

3 of 32 Paper: 2 Marks: 20

Question

With reference to an organisation of your choice, examine the impact of innovation on promotional strategy.

[20 marks]

[+ Show answers](#)