

Northstar Growth Decision

IB Digital Society · Economics · Teacher-reviewed formative evidence · 16 October 2026

The decision

Northstar is a fictional online stationery shop. It completes 100 notebook orders in a normal round. The owner wants growth without damaging service, but cash is limited and every growth action creates a new responsibility.

Open the Northstar simulation:

<https://ctwadden.github.io/digital-society-sl/lessons/economics-business-growth/?slide=11>

The action labels do not name the strategy. Work it out from the structural change.

What you produce

Submit one decision brief. You may use the downloaded text brief, an annotated one-page document, or a two-minute spoken explanation with the same evidence.

1. Diagnose. Choose one action. Before the reveal, predict whether it changes the offer, a stage of the chain, the audience or the industry. Explain the business before and after.
2. Test. Run Round 1. Compare the action with the core shop under the same condition. Interpret at least two measures: orders completed, orders unfilled, operating surplus or first-round cash. Label all figures synthetic model outputs.
3. Judge. Record a first recommendation. Connect one named stakeholder to a benefit, cost or new responsibility. State something important the model cannot prove.
4. Revise. Draw a disruption and run Round 2. Keep your first response visible. Explain whether the new result strengthens, weakens or reverses your recommendation.
5. Transfer. Without using the Northstar labels, answer this unfamiliar case: A music service that sells subscriptions buys the digital system that issues and delivers event tickets. Classify the move, explain the changed boundary, analyse one stakeholder consequence and identify one fact needed before judging it.

What is assessed · 8 points

A · Structural classification — 2: accurate classification supported by a before/after relationship; 1: label or relationship partly explained; 0: copied label, list or inaccurate boundary.

B · Model interpretation — 2: fair same-condition comparison with two measures interpreted; 1: results reported with limited comparison; 0: copied numbers, unfair comparison or real-world claim.

C · Stakeholder consequence — 2: causal benefit, cost or responsibility for a named stakeholder plus a model limitation; 1: generic stakeholder or limitation; 0: unattached pro/con list or unsupported claim.

D · Conditional transfer — 2: disruption-based revision and accurate unfamiliar-case transfer; 1: plausible but incomplete revision or transfer; 0: no visible revision or independent transfer.

The simulator does not award a grade. Completion is not achievement. Your teacher reviews the reasoning.

If the simulation is blocked

Use this action: Northstar replaces its courier with its own drivers. Core shop: demand 100, capacity 100, price \$20, goods \$10/order, delivery \$2/order, 20 paid hours at \$20, fixed costs \$100. Changed shop: demand 100, capacity 120, same price/goods, delivery \$0.80/order, 28 paid hours at \$20, fixed costs \$180, setup \$1,200. Supply is 200. Complete the smallest of demand, capacity and supply. Calculate revenue minus goods, delivery, payroll and fixed costs; then subtract setup for first-round cash. For Round 2, use a supplier delay that limits supply to 70.

Submission and recovery

Your draft saves in the browser on the device you use. Download the decision brief before leaving. Test the restore control if you move devices. Submit only through the Google Classroom assignment named by your teacher. The public lesson, download and simulation do not send work to a teacher, Form, roster or Evidence Map.