

Business Essay Essential Guide

HERE ARE 5 WAYS TO IMPROVE YOUR BUSINESS ESSAY WRITING



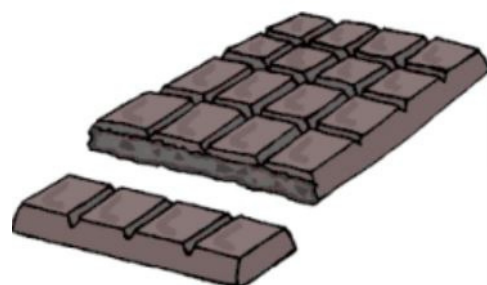
1.) PLAN

Before you start STOP!
 Make a simple plan - arguments for and against
 Respond to the command words in the question - see the CBE guide to command words for further info

2.) USE PARAGRAPHS

These show you have finished one point and are going onto the next.

They allow to use a simple structure in each paragraph



3.) FOCUS ON THE QUESTION



Use the **command word** to direct you.

Focus on the subject in the question - is the question asking about *employees or managers?* *Human resources or operations*

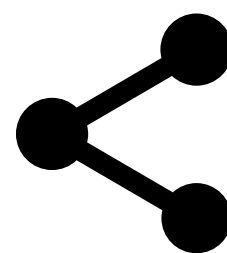
Context - use evidence from the case study (P2 & P3) or your own knowledge (P1) to support your answer

4.) USE CONNECTIVES PHRASES

Use the chain of analysis structure in each paragraph

Use phrase like: "*this means that*", "*this will impact the business*" to introduce **ANALYSIS**

Say "*this is of crucial importance because*" or "*other factors to consider are*" to introduce **EVALUATION**



5.) GET THE INSIDER INFORMATION



Each question will have it's own recipe for **Knowledge, Application, Analysis** and **Evaluation**
 For example an **A2 20 mark** question has just **3 Knowledge** marks but **10 for evaluation**.

See the Cambridge Business Essential Question Guides so you know exactly what you need to include for top marks in each question

FIND OUT MORE AT
WWW.CAIEBUSINESS.COM



We have question specific guides to each kind of question at A-level and AS level, past papers, question solutions and video tutorials all designed to maximise your grades in Cambridge International Business A-level.