

Cambridge Assessment International Education

Business Essay Essential Guide

HERE ARE 5 WAYS TO IMPROVE YOUR BUSINESS ESSAY WRITING



1.) PLAN

Before you start STOP!

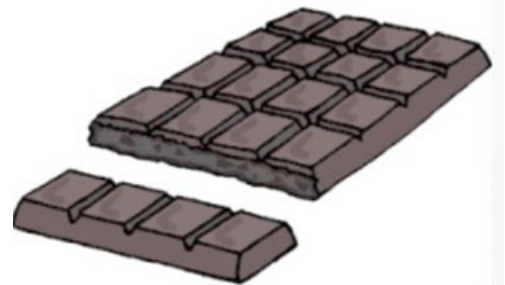
Make a simple plan - arguments for and against

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*

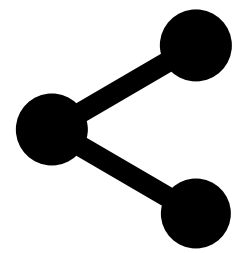
Context - use evidence from the case study (P2 & P3) or your own knowledge (P1) to support your answer

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

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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.