

HOW TO LAYOUT/WRITE A BUSINESS ESSAY

LAYOUT

Introduction

- 2 FACTS. (1 mark each)
- Do NOT write, "Today I will be writing an essay on..."

Subheading 1

-
-

Subheading 2

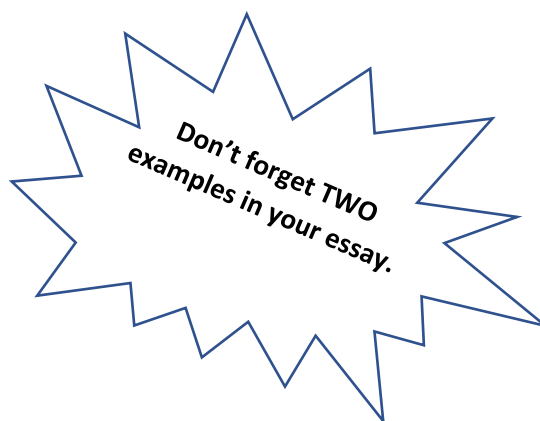
-
-

Subheading 3

-
-

Conclusion

- Sum up important information that was discussed in the body of the essay
- 2 FACTS (1 mark each)



MARK BREAKDOWN

	Marks
Introduction (2 facts – 1 mark each)	2
Body <ul style="list-style-type: none"> • <i>Maximum</i> marks to be allocated to the various aspects of the essay question to ensure that ALL aspects of the question are covered. • 1 complete sentence = 1 fact = 2 marks (i.e. total of 16 facts) 	MAX 32
Conclusion (2 facts – 1 mark each)	2
RUBRIC: LASO <ul style="list-style-type: none"> • <i>Layout</i> – Did you use the correct format, including the correct headings and sub-headings (2 marks) • <i>Analysis</i> – (2 marks) <i>Rubric:</i> 0 – 14 marks = 0 marks 15 – 24 marks = 1 mark 25 – 32 marks = 2 marks • <i>Synthesis</i> (2 marks) Does the essay flow in the order of questioning. (2 marks) • <i>Originality</i> – Did you use your own relevant examples which are linked to the context. (2 marks) 	8
TOTAL	40