Essay Plan – PEEEEE through the question.

Question Set:

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|  | **PARAGRAPH MAKES A POINT**  One point addressing the question | **EXPLANATION**  Demonstrate sound understanding through a concise explanation of your point | **EXAMPLES**  Demonstrate that you understand the topic in a context by drawing on real business examples – this is vital for application! | **EXAMPLES (2)**  Use business theories to frame your argument – don’t regurgitate the theory in full, use relevant aspects to back up your point. | **EXTRAPOLATE**  Formulate cause and affect arguments that are relevant to the question – this helps build an analytical argument. | **EVALUATE**  How important is the point or the side of the argument that you have made?  What does it depend on?  Think about long and short term scenarios.  To what extent is the argument based on facts (e.g. relevant data) or opinion / unreliable data. |
| Intro |  |  |  |  |  |  |
| Para 1 |  |  |  |  |  |  |
| Para 2 |  |  |  |  |  |  |
| Para 3 |  |  |  |  |  |  |
| Para 4 |  |  |  |  |  |  |
| Para 5 |  |  |  |  |  |  |
| Para 6 |  |  |  |  |  |  |
| Conc. |  |  |  |  |  |  |