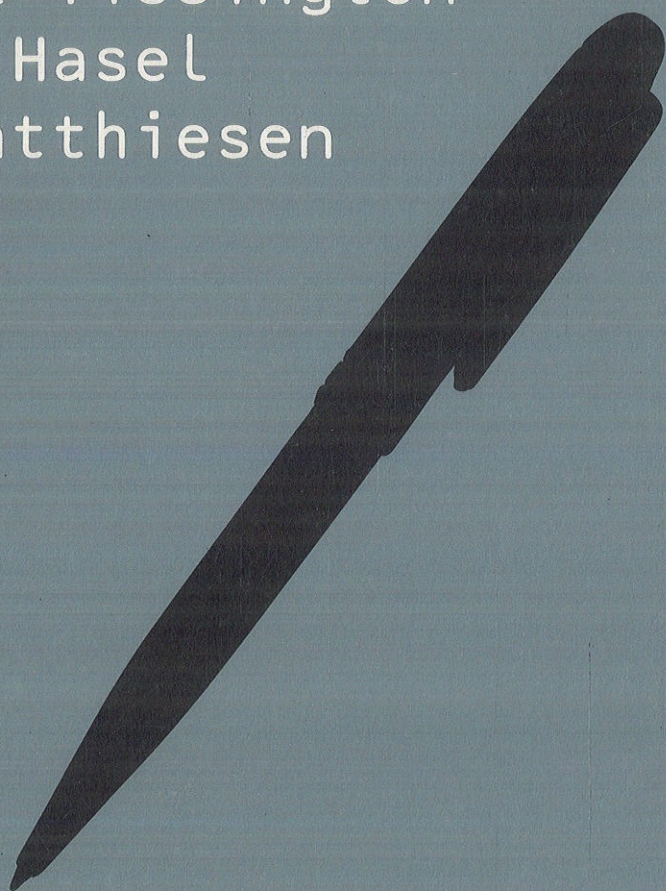


# How to Write Successful Business and Management Essays

Patrick Tissington

Markus Hasel

Jane Matthiesen



SAGE Study Skills

# Summary of Contents

Foreword	x
Introduction	1
1 An Introduction to Essay Writing	3
2 Planning	11
3 Reading and Making Notes	19
4 Material	27
5 Writing Essays – Marmite on Paper?	34
6 How to Reference Correctly	50
7 The Great Big Referencing Quiz	71
8 Plagiarism – the Scary Monster	86
9 Writing Essays in Exams – Similar But Not the Same	90
10 Motivation – How to Keep Going When it Gets Tough	100
Appendix 1 Example Questions and How to Answer Them	113
Appendix 2 General Undergraduate Marking Scheme	116
Appendix 3 Specific Essay Marking Scheme	118
Appendix 4 Masters Degree Example Marking Scheme	120
Appendix 5 Examples of Extracts from Essays	122
Appendix 6 Examples of Complete Essays with Annotations	128
Appendix 7 Example of a Fictitious Essay with Annotations	141
Index	146

# Contents

Foreword	x
Introduction	1
<b>1 An Introduction to Essay Writing</b>	<b>3</b>
Chapter objectives	3
How to use this book	3
How to read books at university	5
What is an essay?	6
Structure – the basics	6
Why are essays set?	6
What an argument is and how to make one	8
Types of essay questions	9
Answer the question	10
<b>2 Planning</b>	<b>11</b>
Chapter objectives	11
How much time do I need?	11
Get organised	12
The essay plan – focusing on the question	15
The plan – an overview	17
<b>3 Reading and Making Notes</b>	<b>19</b>
Chapter objectives	19
Make notes before lecture	20
Skim reading	20
Take notes during lecture	21
Review notes after lecture	21
Reread the text	21
Make notes for essay writing	21
Read smart	22
A few very important points about technology ...	23
Advanced reading skills	23
Advanced note taking	26
<b>4 Material</b>	<b>27</b>
Chapter objectives	27
Advanced skills – material	29
References	33
<b>5 Writing Essays – Marmite on Paper?</b>	<b>34</b>
Chapter objectives	34
Academic versus school essays	35

## Contents

Planning your essay	37
Writing your <i>essay</i>	40
Your introduction	40
Your main body	42
Your conclusion	43
The wrap up	43
Advanced writing skills	46
<b>6 How to Reference Correctly</b>	<b>50</b>
Chapter objectives	50
So why bother referencing?	51
Different types of referencing	52
The Harvard referencing style (author–date/ APA system) – in-text references	54
The Harvard referencing style – the reference list	63
The Chicago referencing style – footnotes	67
The Chicago referencing style – reference list	69
<b>7 The Great Big Referencing Quiz</b>	<b>71</b>
Chapter objectives	71
The reference quiz (part one)	71
Solutions to the reference quiz (part one)	82
The reference quiz (part two)	83
Solution to the reference quiz (part two)	84
<b>8 Plagiarism – the Scary Monster</b>	<b>86</b>
Chapter objectives	86
How to avoid charges of plagiarism	86
Plagiarism – some examples	87
<b>9 Writing Essays in Exams – Similar But Not the Same</b>	<b>90</b>
Chapter objectives	90
Read the question thoroughly	91
Don't panic!	92
Plan your essay	92
Write your essay	94
Finishing off your essay	96
Advanced exam essay-writing skills	97
<b>10 Motivation – How to Keep Going When it Gets Tough</b>	<b>100</b>
Chapter objectives	100
More pressing needs	101
What type of learner are you?	103
Motivational problems	104
Workload	105
Lack of direction	106
Repetitiveness of the task	108

## Contents

Boredom	109
Distractions	110
Fear of failure	110
Remember why you're at university	111
References	111
Appendix 1 Example Questions and How to Answer Them	113
Appendix 2 General Undergraduate Marking Scheme	116
Appendix 3 Specific Essay Marking Scheme	118
Appendix 4 Masters Degree Example Marking Scheme	120
Appendix 5 Examples of Extracts from Essays	122
Appendix 6 Examples of Complete Essays with Annotations	128
Appendix 7 Example of a Fictitious Essay with Annotations	141
Index	146