

Essay Writing



Going into enough depth?

Knowledge

Knowing a fact; being able to recall or recognise it

State, List , Label, Recall, Define, Identify



Comprehension

Understanding what a fact means

Describe, Categorise, Classify, Associate, Interpret



Application

Being able to put a fact to use; applying knowledge in practice

Demonstrate, Apply, Use, Solve, Calculate



Analysis

Able to break information into parts; identify relationships/cause and effect

Compare, Discuss, Give reasons, Explain



Synthesis

Extract relevant facts from a body of knowledge – use these to address an issue in a new way

Compose, Construct, Design, Combine, Integrate

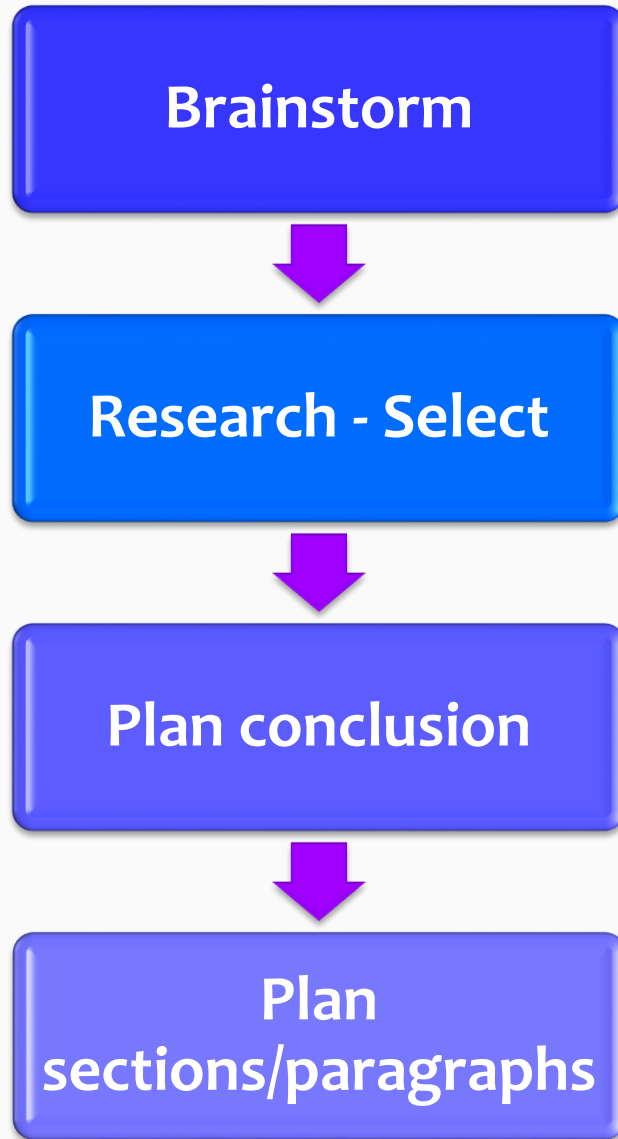


Evaluation

Arrive at a judgement based on knowledge

Support, Judge, Decide, Appraise, Recommend

Planning



Title: Discuss how the different types of behaviour displayed by dissatisfied customers relate to service recovery and improvement.

Plan

Intro - outline approach - i.e. behaviours then recovery

Briefly cover psychology of disappointment - ref Godwin et al.

Possible behaviour listed by Kim et al. (list then take each in turn)

Behaviour 1 - do nothing or apathy

Behaviour 2 - tell other people

Behaviour 3 - complain to service provider

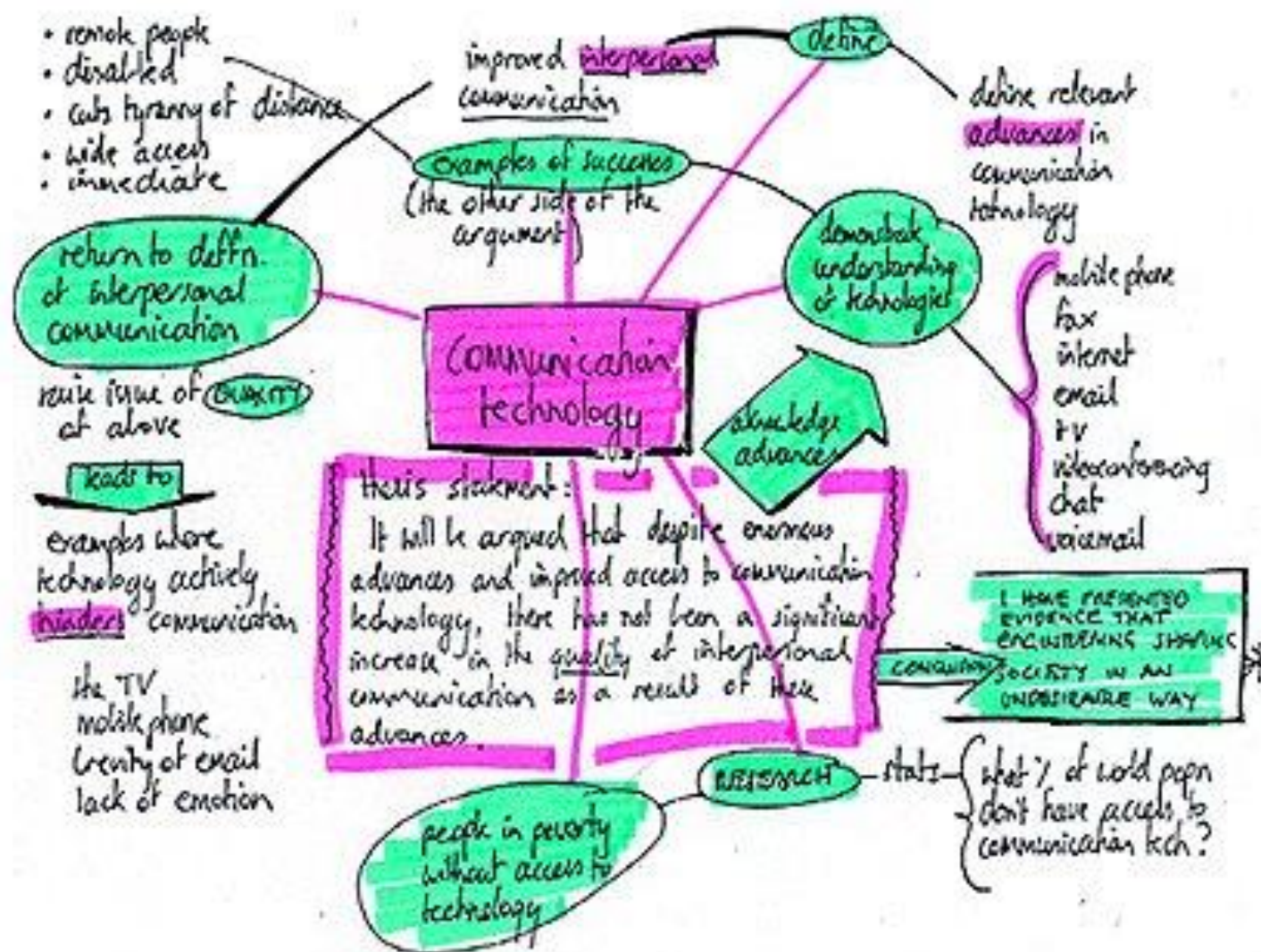
Behaviour 1 - not doing anything, quote figs from Chebat - use e.g. of wrong dish at meal from Kim et al. - outcome no remedy or improvement

Behaviour 2 - tell other people, discuss trad methods also social media - use Trip Advisor as example - outcomes can be very negative

Behaviour 3 - complaint to provider - bring in personality research and emotional aspects re likelihood of complaining - outcomes can vary

Service recovery - discuss how achieved from each type of behaviour - i.e. 1 = not at all; 2 = not likely from trad methods, but maybe from internet feedback - give examples; 3 discuss ways of dealing with complaints and compensation/fairness ideas - find some more refs and examples for this?

Conclusion - mention the complexity of consumer behaviour and summarise the three behaviours and outcomes - emphasise which most helpful or damaging for providers etc.



1. The first step in the process of creating a business plan is to conduct a market research. This involves gathering information about the market, the industry, and the competition. This information is used to identify opportunities and threats, and to develop a marketing strategy.

2. The second step is to develop a financial plan. This involves estimating the costs of the business and the revenue it will generate. This information is used to determine the profitability of the business and to develop a financing strategy.

3. The third step is to develop a management plan. This involves identifying the key personnel who will be responsible for running the business and their roles and responsibilities.

4. The fourth step is to develop a risk management plan. This involves identifying the risks that the business faces and developing strategies to mitigate them.

5. The fifth step is to develop a monitoring and evaluation plan. This involves establishing a system for tracking the progress of the business and evaluating its performance.

6. The sixth step is to develop a communication plan. This involves identifying the key messages that the business wants to communicate and the channels through which to do so.

7. The seventh step is to develop a contingency plan. This involves identifying the potential risks that the business faces and developing strategies to deal with them.

8. The eighth step is to develop a succession plan. This involves identifying the key personnel who will be responsible for running the business in the event of the owner's death or departure.

9. The ninth step is to develop a exit strategy. This involves identifying the best way to exit the business, whether by selling it, passing it on to a family member, or liquidating it.

10. The tenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

11. The eleventh step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

12. The twelfth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

13. The thirteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

14. The fourteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

15. The fifteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

16. The sixteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

17. The seventeenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

18. The eighteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

19. The nineteenth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

20. The twentieth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

21. The twenty-first step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

22. The twenty-second step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

23. The twenty-third step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

24. The twenty-fourth step is to develop a business plan. This involves putting all of the information gathered in the previous steps into a coherent and concise document.

Essay Planning Template

Topic _____

Introduction

--

Topic Sentence -

Main idea of each paragraph

--	--	--	--

Body paragraphs -

As many as required by topic

--	--	--	--

Last sentence -

Should round off each paragraph and have a thought-link with the next

--	--	--	--

Conclusion

--

Essay Structure

Beginning

Body

Conclusion



Essay Structure

Introduction

- Main points that will be covered and why these are important
- Brief account of current thinking/opinion
- Defining terms
- Making your position clear from outset



Essay Structure

Body

- Avoiding too much description unless specifically requested in essay question
- Presenting a case or argument, comparing viewpoints
- Providing evidence and judgements/evaluation



Essay Structure

Body

- Consider the flow and order – group similar points together
- Signposting phrases to link paragraphs and sections
- Be selective – cover most important points and select most compelling evidence

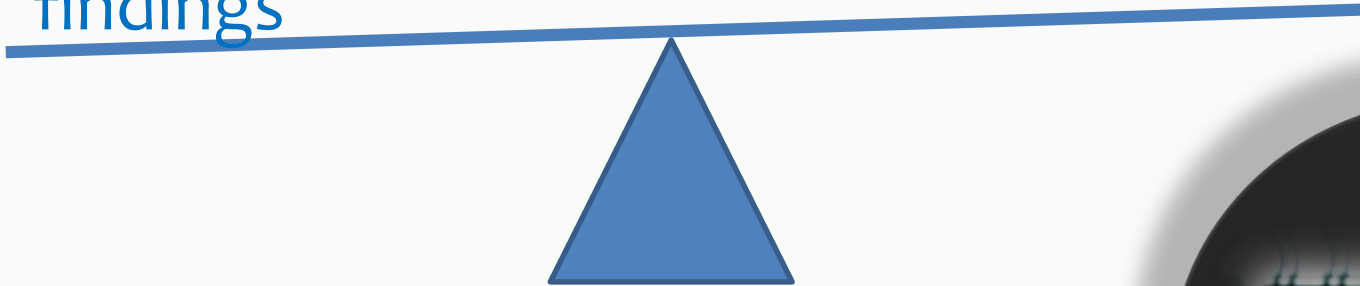


Essay Structure

Balance

Presentation of
evidence, facts,
findings

Analysis and
conclusions



Essay Structure

Conclusion

- No surprises here!
- Drawing together of all the points made to create an overarching conclusion
- Relate conclusion back to essay title



Introduction



Main discussion



Conclusion

Outline idea



Discussion of
idea



Draw a
conclusion



Outline a topic or point of view



Present facts relating to the topic with evidence to support



Explain the significance of the evidence and any conclusion that can be drawn from it

Many organisations report that skills shortages can be observed in both applicants and current staff, with employers estimating that 25% of their vacancies are in areas where they believe there is a skills gap.

Additionally 16% of organisations surveyed believed there was a skills gap amongst current staff (Learning and Skills Council, 2017). These figures could suggest an increased importance in the training element of Human Resources will be seen in the future.

Companies may consider training staff to increase productivity in their current role, but also with a view to filling higher level roles where the external labour market cannot supply suitable candidates.

Convincing your reader



Quotes need to...

- Be from a reliable source
- Lead your reader to the desired conclusion in a logical way
- Avoid hidden assumptions

Convincing your reader – final tips

- All statements backed up with evidence from primary or secondary research
- One idea discussed per paragraph
- Logical progression of ideas- links between paragraphs/ideas
- Make clear links back to the question, and to the main point you are making
- Balanced argument
- Keep sentences brief and to the point and language straightforward

