

Suggested structure for OBU Research Report: using primary data collection

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We are often asked what the Research Report should look like, or for previous examples of Research Reports. There is no prescribed structure, and the markers are not expecting a particular format. You do however need to meet the assessment criteria and so certain information is expected. This will depend on whether you are using primary or secondary data.

This is a suggested (not prescribed) structure and is designed to provide guidance on what you may want to include if you are using primary (or internally generated) data.

Title page - stating topic, topic number, your ACCA number and submission period

Contents page

Project aim, objectives and context

In this section you may want to include

- The topic (and reasons for choosing this one)
- Justification of your chosen organisation, and comparator (if used)
- Research aim and objectives (there is an article “Aims and objectives” under webinar materials on [this page](#))

Research Approach

It is good practice to include

- an explanation and justification for research approach adopted
- a justification of data collection technique you used (you should include the questionnaire or the list of interview questions in your appendices and refer to this)
- a justification of your sample
- details of the sample size and the response rate (be honest, no-one expects a 100% response rate)
- a discussion of the limitations of research method used (be honest, what did you find hard when collecting your data?)

This material has been produced to support students it must not be copied and pasted into a RAP.

- the ethical issues you considered in relation to asking individuals for their views (you **MUST** include the permission letter, or an email from the programme lead allowing an anonymous submission in the appendices)

Accounting / business models

In this section you must justify the selection of the accounting / business models you have used, including a discussion of their limitations. The focus is on evaluating (rather than describing) the models, so think about the reason you believe the models are relevant for your research. Limitations should be discussed in relation to achieving your research objectives.

Please note not all topics require a SWOT and a PEST: you will be evaluated on the appropriateness of the models for addressing your research objectives.

There is an article “Analysis and Evaluation” in the Resources for RAP students section on [this page](#)

Findings, analysis, evaluation and conclusions

In this section, it is good practice to include

- your results presented in an appropriate form e.g. tables, graphs, pie charts
- a critical analysis / evaluation of your results through a comparison of what was expected (based on the accounting / business models)
- an explanation of your significant findings
- a discussion of any limitations of your results
- your conclusions about your research findings and how well you have answered your research question and met your objectives **must be included**
- Recommendations (if you think it is appropriate)

The critical analysis of your results should be an evaluation of the results, not just a description. In order to evaluate you need to make a comparison, so think about what you would expect from your understanding of the business models.