

# FAQs on new Research Report Topics

## Changes to BSc Applied Accounting Research Report Topics - FAQs

The OBU team have received some questions regarding the new topics and wanted to share the answers.

**Q** The new topics 4 and 5 state that the organisation should be under/ over performing. Does the company have to be under/ over performing in every aspect?

Does the company have to have performed exceptionally well (or poorly) over all the three periods or would it be acceptable to choose an organisation where it has performed well (or poorly) in any two years and in one year it has had a more average performance?

**A** Your selected company or organisation may not be under / over performing in every aspect. It is acceptable to choose an organisation that has performed exceptionally well (or poorly) for 2 years, and not well (or performed better) in one year.

The key is to justify your choice of organisation. Explain why you consider the performance exceptionally good or poor (you may find reference to a competitor or industry sector helpful here). In justifying the under / over performance you should explain the area (customer service, innovation, product development) and provide evidence (external sources) to support your justification.

One of the reasons for changing the topics is to encourage the higher level skills of analysis and evaluation. A well-reasoned justification (supported by sources) will help you demonstrate those evaluation and analysis skills.

**Q** Previously, we would compare the performance of the main company with its competitor. With the new topics do we still need to analyse the performance with a single competitor or does it have to be the industry?

**A** It can be either a single competitor or the industry. In either case you will need to justify your choice of competitor. The competitor does not need to be under / over performing, but it needs to be a sensible choice (same sector, size, geographical area etc). In making the comparison you may identify the reasons for under / over performance (eg investment in R&D or acquisition strategy might support a company that had a strength in innovation).

You then need to identify the possible reasons for this exceptional performance (if the pandemic has influenced performance you do need to explain why and how this has led to exceptional performance) and explain why there was a change in performance. Making links to the external environment is essential as this will help answer the question why. Use the business models to help with this analysis.

It is very important that you demonstrate an ability to analyse and evaluate by suggesting possible reasons for the performance, rather than describing the performance. There will be a YouTube video on this so please check out the [BSc Applied Accounting YouTube channel](#).

**Q** There is now more guidance on possible structures for the Research Report. Do we still need to state the research questions and the research approach?

Yes I would recommend you explicitly state the research aim and objectives. I have produced a YouTube video on [aims and objectives](#)

Explaining an overview of the research approach is again good practice.

**Q** According to page 24 of the Information Pack, students are required to make a declaration on submission. Is this declaration included within the Research Report? Does count within the word count?

**A** This must be included in the Research Report and is included in the word count.