

Tippie College of Business

Advanced Financial Accounting Business Combination Assignment

Carl Follmer

Writing and Communication Program Director

Carl Follmer

Director, Accounting Writing Program

Instructor, Business Communication
and Protocol

Contact me with questions or
concerns about assignments,
scoring, or AWP

319-335-0913

carl-follmer@uiowa.edu



Document sections

Executive summary

Description of the transaction and purchase price allocation

Group analysis of the critical accounting measurement issues

Short conclusion that summarizes most important analysis points

Executive summary

Broad context of the combination

Brief overview of the document's contents

Clear statement of your findings

- What are the critical accounting measurement issues?

Description of transaction

No claims needed in this section

Supervisor audience = not necessary to explain accounting concepts

Key grading considerations

Clear organization of description

Precise and efficient use of language

- Precise = no unclear or awkward phrasing, clear references for words like “this”, “it”, “them”, “they”, etc.
- Efficient = avoiding wordiness or unnecessary language

Analysis of critical accounting measurement issues

Each paragraph in this section has a claim statement

Aim for 1 paragraph per critical measurement issue

Explain why each issue requires attention

Same expectations for precise and efficient language

Conclusion

Summarize most important findings

Offer concluding comments

- Remember, the audience is your boss, not the companies involved, and the merger already happened

Writing consultant OH: TBA

[The Frank Center](#) has availability as well