Tippie College of Business

Advanced Financial Accounting Business Combination Assignment

Barb Wester, Assistant Director

Accounting Writing & Communications Program

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 with Generative AI

Gen-AI considerations

→ A mile wide and an inch deep

→ Fine for a C+/B- product, but is that good enough?

→ Product is only as good as the prompt

→ Critical reading and editing is essential

IOWA

Before the text: Ingredients for an effective prompt

→ **Role.** Tell ChatGPT its role in the prompt: "Act as a college student" or "Act as a job applicant."

→ **Task.** Summarize what you want ChatGPT to do: "Write an essay" or "Create a cover letter."

→ **Requirements.** Include desired elements in the output: "Referencing The New York Times" or "including a typical job experience at McDonald's."

IOWA

Before the text: Ingredients for an effective prompt

→ **Context or constraints.** Provide the intended audience or unnecessary elements: "For an English literature assignment," "Use 10 unique sources" or "Do not include an intro paragraph."

→ **Goal.** Establish the why of the output, meaning what the reader should be able to do or understand at the end. "What further reading would you recommend for my audience?" or "Select topics that could be discussed in small groups."

→ **Format of output.** Give a word or page limit or formatting specifications. "Five hundred words" or "10 pages."

After the text: C.H.A.N.G.E. the document for the desired…

→ Context

→ Height/width/depth

→ Audience/tone

→ Necessary details

→ Goal

→ Endgame

IOWA