

Tippie College of Business

Valuation Writing Assignment

Tips to improve Your Submission

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What am I writing?

A 2-page academic/argumentative essay

- Not a memo
- Not an investigation or issues paper

Needs: intro, thesis, claims, consistent argument, precise language, and a conclusion

Why an essay?

Income Measurement & Intro to Tax = structured writing

- Rigid formatting, subheadings, requirements for each section

Valuation papers = less structure

- 2 pages of consistent argument
- Requires own organization
- Next step in development as writers and critical thinkers

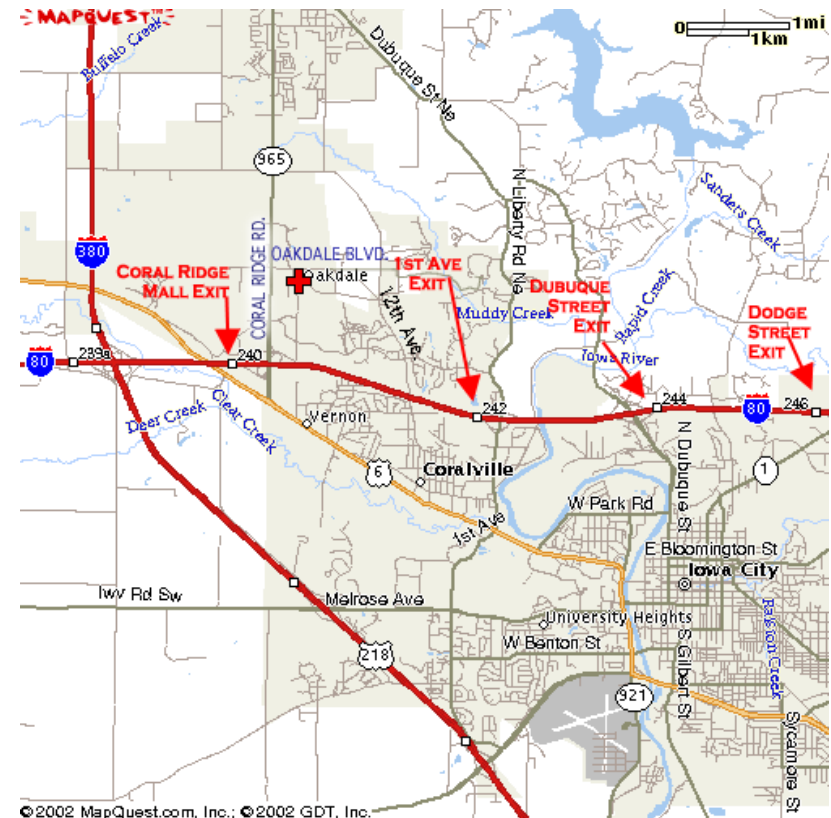
Thesis Statement

1-2 sentences that explain your argument.

Own thoughts on issue at hand

Thesis is supported by each body paragraph

Think: Road map



Paper Organization

1st paragraph = Context and Thesis

2nd paragraph = Claim #1

3rd paragraph = Claim #2*

4th paragraph = Conclusion

* You can write 3 body paragraphs, but that often isn't enough space for sufficient analysis or support – 2 paragraphs is usually better!

What a thesis is not

Not obvious or broad

“Accounting involves lots of calculation.”

Not procedural

“In this paper I will discuss the issue of inventory valuation.”

Not summary

“The author describes the reasons why inventories lose value over time.”

Thesis Statement

A strong thesis is original, clear, and narrow in terms of sentence structure and wording

Ex: “Inventory valuation is particularly prone to bias because corporate management often provides overly optimistic estimations for inventory as they seek to meet investor demands for profit.”

Thesis Statement

A strong thesis offers a clear understanding of what specifically you will analyze in the body paragraphs

Ex: “As the United States government negotiates an upcoming COVID-19 economic relief bill, they should stipulate that relief funds may not be used to repurchase stock, and that companies should not receive relief funds in excess of their recent stock repurchases.”

Thesis Statement

A strong thesis is clearly situated on one side of a debate

Ex: “With the recent significant increase in share buybacks already improving the profits of shareholders, businesses should make decisions that align with the stakeholder model of conducting business by emphasizing all elements of the triple bottom line, most notably the people and planet.”

Claims vs. Topic Sentences

Each body paragraph should begin with a defensible claim

- **Topic sentence:** “Strauss and Jones discuss the subjective nature of inventory valuation.” (clear topic, no argument)
- **Claim:** “Strauss and Jones only discuss inventory valuation and ignore the issue of bias.” (clear topic w/ argument)

No summary/outside quotes to begin a paragraph

Without a consistent use of claims, you will not receive a grade higher than a C+

Thesis + Claims

Claims form a **chain of argumentation** and contribute meaningfully to the thesis

Thesis: “A company that provides its leaders with stock compensation creates inequalities between executives and corporation stakeholders, resulting in...”

Claim #1: “Issuing more shares to compensate executives dilutes current shareholder interest in the corporation, leading to inequality in ownership and voting power.”

Claim #2: “Offering stock compensation to executives widens the compensation gap between senior and lower-level employees, resulting in greater income inequality.”

Writing a Conclusion

Larger **implications** of your argument not already discussed at length in your body paragraphs

The short-term and/or long-term **consequences** of your thesis

Future research that could be explored if you were to write a “Part II” of your paper

Avoid simply repeating your argument

Basic Rubric

“B” papers have a thesis, claims, conclusion, and consistent argument throughout

“A” papers have all of these things, plus the language is precise and free of style problems (excess p/v, aggressive or confusing tone)

“C” papers have an inconsistent use of claims or an overly broad thesis/claims

“D” papers are mostly summary/description, or lack effort

Micro-skills/grammar determine +, flat, or -

Things to Avoid

2nd person unless you are speaking directly to your intended reader

- No “you”, “your”, or “y’all”

Broad statements (“Everybody knows...”)

- Especially at the beginning!

Being too casual

- Think about your audience – a supervisor or a buddy?

More Things to Avoid

Unnecessary information

- Movies you've seen, internships you've held, school plays you performed in, things your grandma said

Writing angry!

What Happens
At Grandma's



Stays At
Grandma's

Writing with Generative AI

Best practices for working efficiently, effectively, and ethically

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

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.”

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