

Essay in Financial Planning

Students may write (individually or in a team of maximum 2 students) an essay on one of the topics provided in Table 1. The essay adds up to 1 extra point on their final grade. All topics have been examined extensively in academic research and entail important implications for accounting practice. Consequently, you must choose one of them (the one that stimulates you more) and prepare a thorough discussion. To this end, you should study the relevant literature meticulously, and obtain a clear picture of the alternative (and, frequently, opposing) arguments. Discussion of the extant empirical evidence is also essential. Your goal is to write an essay that will reflect your understanding of the matters covered in each topic. A scoring rubric is presented in Table 2. This serves as useful guidance on the expected attributes of your essay.

Table 1: List of essay topics

Budgeting and beyond budgeting
Balance scorecard
Transfer pricing
Life cycle costing
Cost of quality
Nonfinancial and financial measures of performance
Capital budgeting

Table 2: Scoring Rubric

Criteria	Description
Organization	The essay is well organized and coherent. Points and reasoning are presented with clarity and instances are aptly justified. Unity culminates in the conclusions section. An indicative structure is the following: Introduction, Literature Review (theoretical concepts and empirical evidence), Discussion and Conclusions.
Content	The topic is presented clearly. Appropriate definitions are provided. Underlying arguments and potential dissenting theories or empirical evidence are discussed thoroughly. The overall content indicates synthesis of ideas and original thought. Points are well-developed and critically discussed.
Writing Style	The writing style is formal. Sentences are free of punctuation and grammatical errors.
References	References are presented appropriately in the text, following the Harvard System. A reference management software, such as Mendeley or Endnote, is highly recommended. A full reference list shall be provided at the end of the essay.
Format	The font used is Times New Roman or Calibri. The text is single-spaced. A consistent format regarding margins and indentation is necessary.
