

# Aims and objectives

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## Annotated examples of Research and Analysis - topic 8

The purpose of these examples is to explain why the work presented is weak and to offer insights as to how it can be improved.



### Aims and objectives

Most research reports have one overarching aim. This captures what you hope to achieve through your research. It must link with one of the 20 topics in the Information Pack.

The objectives are more specific goals support the aim.

Extract from a weak RAP

Aim: To understand the business and financial performance of ABC & Co.

You are looking to analyse and evaluate the performance of the company. It is better to use the words “analyse” and “evaluate” rather than “understand”

The following objectives have been set to address the aim of this research

- To explain the financial performance of ABC & Co
- To explain the financial performance of XYZ & Co
- To discuss the business performance of ABC & Co
- To discuss the business performance of XYZ & Co

In this example the student has not fully indicated how they will meet the aim of the research.

If the aim of the research is

- To analyse and evaluate the business and financial performance of ABC & Co.

The following objectives explain how you intend to address the aim of the research and serve as a reminder to you of the nature of the task.

- To evaluate the key factors that have impacted the business performance of ABC & Co
- To analyse the external environment to identify factors that have had or may have an impact on business performance of ABC & Co.
- To analyse the competitive position of ABC & Co through benchmarking with XYZ & Co.

Remember that the aim and objectives are related to the research, they are not personal aims or goals. So it is inappropriate for the aims and objectives to be to complete the degree and graduate, to improve my IT skills, to enhance my job opportunities, to develop analysis skills etc.

You may want to discuss your aims and objectives with your mentor at your first meeting.

This material has been produced to support students it must not be copied and pasted into a RAP.