



WALSH UNIVERSITY
DIVISION OF BUSINESS/ECONOMICS
AND COMMUNICATION

BUS 221
Business Finance

(8-Week Format)

***ASSIGNMENT DUE ON THE FIRST NIGHT OF
CLASS: SEE PAGE 6.***

PREREQUISITE: BUS 106-108 and 210

08/05

DIVISION OF BUSINESS/ECONOMICS AND COMMUNICATION
BUS 221
FINANCE

COURSE DESCRIPTION

Financial problems in the organization of business enterprises; internal financial management; financial analysis; budgets and financial planning; management of current and fixed capital; external financial management; characteristics of stocks and bonds; marketing of security issues, stocks, exchange operations, regulation of security markets; earnings as a source of funds; short-term and intermediate financing; financial aspects of reorganization.

PREREQUISITES / SELF TEST ON READINESS

Prior to enrolling in this course, students should have completed the accounting sequence, BUS 101 and BUS 210 and BUS 106-108

Due to the accelerated nature of the course, the facilitator will assume that you have a strong degree of comfort with major accounting principles and there will be no accounting review.

If it has been some years since the completion of your introductory accounting course, the following self-assessment is a means to test your readiness for this course.

1. Do you understand the differences between the major accounting statements (income statement, balance sheet and statement of cash flow)?
2. Can you explain the major sections within the balance sheet (current assets, long-term assets, current liabilities, long-term liabilities and stockholder's equity)?
3. Can you explain how net income is closed out to the balance sheet at the end of an accounting period?
4. Can you list the three major sections of a statement of cash flows and explain the types of business events that are reflected in each?
5. To calculate cash flows from operating activities one must add back to net income such non-cash items as depreciation. Why?
6. A key role of a financial manager is to plan for future cash needs. Pro forma statements are one means to help in this analysis. A fast growing company often finds that it must increase receivables, inventory and fixed assets to support its growth. What is the impact on cash needs?

If you are not comfortable answering these questions, you need to review your basic accounting textbook and accounting concepts.

COURSE OBJECTIVES

Upon completion of the course, the student should

- Be able to explain the concepts and processes involved in:
 1. Ratio analysis
 2. Break-even analysis
 3. Planning forecasts
 4. Debt and equity valuation
 5. Time value of money
 6. Capital structure
 7. Capital budgeting
 8. Working capital management
 9. International financial management
- Know the goal of financial management and how it is implemented.
- Be familiar with terminology commonly used in business and finance.
- Have the skills needed to conduct basic financial analysis and simple financial forecasting.
- Be able to apply time value of money concepts to personal and corporate decision-making.
- Be able to define, discuss and calculate a weighted average cost of capital and describe how it is used.
- Create cash budgets and understand simple financial forecasting techniques.
- Appreciate the role of risk in the financial decision making process, the value of the firm and the capital budgeting process.
- Be able to evaluate investing and financing strategies to assess their impact on firm value.
- Be proficient in using a financial calculator for performing common financial calculations.
- Perform basic financial computations in the Excel spreadsheet format and prepare a simple PowerPoint slideshow.
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MATERIALS FOR INSTRUCTION

Required: Principles of Managerial Brief, 4th Edition, Lawrence Gitman, Addison Wesley.

***Please review the School for Professional Studies textbook list for most up to date edition.**

Calculator: Students will need the Texas Instrument BAI plus or BA III financial calculator. This calculator will be used in subsequent coursework.

NOTES REGARDING ASSIGNMENTS AND WORKLOAD

This course has eight meetings, four hours at a time. This highly accelerated pace requires students to take a great deal of responsibility for their own learning outcomes. While in class, students are expected to actively participate in discussions and group activities. Outside of class, students are expected to do a minimum of 15 hours per week of study, homework assignments, and or group projects.

The intent of the assigned text readings is to provide students with analytical and conceptual knowledge. The assigned homework problems and cases reinforce this knowledge and are intended to develop computational and quantitative skills. It is not necessary to memorize the complex formulas presented in the text. Instead, students will learn to use the functions on the calculator to perform required computations. Some simple formulas that are used repeatedly in the class and on the job will need to be committed to memory.

REQUIREMENTS

Homework

Suggested homework problems are assigned throughout the course. Students are expected to complete the homework problems prior to the workshop that follows discussion of the associated material. Questions regarding homework problems will be addressed in that subsequent workshop and problems will be worked in class as needed. Homework problems are intended to reinforce concepts in the chapter and develop quantitative decision-making skills. They are not collected or graded. However, problems similar to the suggested homework problems may appear on exams.

Cases

End-of-chapter cases are assigned for all chapters discussed. Only 5 cases of the student's choosing will be collected and graded. However, a student may not turn in more than one case per workshop. Each case is worth 10 points. Cases should be prepared in good form, legible with clear discernable computations.

Financial Ratio Analysis Project

Each student will prepare a financial ratio analysis on a company of his/her choosing. A description of the project, a suggested format and project evaluation form are included as appendices to this module. The project includes a written report, an Excel spreadsheet file containing the formatted company data and other analyses, and a presentation to the class that includes a brief PowerPoint slideshow presentation.

The company chosen must be a publicly traded company with data available on the World Wide Web. Major companies and many smaller companies make their financial data available at their website. Other sources are also available. The student will want to use the sources that most readily download into an Excel spreadsheet.

Exams

Two exam of equal weight will be given, the first in Workshop 4 and the second in Workshop 8. The exams will contain both objective questions and computational problems.

Excel Exercises: An excel exercise is assigned for Chapters 8 and 9. These exercises will be turned in for a grade in both hard copy and electronic form. Each exercise is worth 15 points.

EVALUATION AND GRADE ASSIGNMENT

| Graded Item | Number | Points/Item | Total Points |
|---------------------|--------|-------------|--------------|
| Exams | 2 | 100 | 200 |
| Cases | 5 | 10 | 50 |
| Excel | 2 | 15 | 30 |
| Project Exercise | 1 | 100 | 100 |
| Total Points | | | 380 |

| Percentage | Grade |
|------------|-------|
| 94-100 | A |
| 90-93 | A- |
| 87-89 | B+ |
| 84-86 | B |
| 80-83 | B- |
| 77-79 | C+ |
| 74-76 | C |
| 70-73 | C- |
| 67-69 | D+ |
| 64-66 | D |
| 60-63 | D- |
| Below 60 | F |

POLICIES

Academic Integrity

The SPS – School for Professional Studies subscribes to the academic honesty policy stated in the most recent version of the Walsh University Undergraduate Catalog and the SPS Student Handbook. Plagiarism and other forms of cheating or dishonesty may result in a failing test or course grade or suspension. Misrepresenting someone else’s work as yours is considered a violation of those policies and will result in a grade of “F” on the assignment and possibly an “F” in the course. See the Student Handbook for complete information.

Attendance

Attendance is mandatory for all sessions of the course. See the SPS Student Handbook for more information.

Make-up Work

Acceptance of late assignments or make-up of missed assignments or quizzes is at the discretion of the facilitator who will announce the policy at the first workshop.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP ONE

1. Review the accounting prerequisites.
2. Carefully read the course description, course objectives and other background materials covered in this module.
3. Spend some time thinking about how the stated course objective relate to your professional and/ or personal experiences and goals. Also reflect on any additional course objective or outcomes that would enhance the value of this course for you.
4. Write a one-page (word processed) paper on your thoughts for discussion in Workshop One.
5. Identify a company that will be the target for your financial ratio analysis. A publicly held, non-financial firm is recommended.

Read Chapters 1, 2 and 3.
Complete ST 1-1, page 32.

WORKSHOP ONE

OBJECTIVES

After completion of this workshop, the student will:

- Be able to define finance and describe the basic finance functions.
- Understand the goal of “wealth maximization.”
- Understand the role of financial markets and institutions.
- Understand the fundamentals of business taxation and be able to compute simple business taxes.
- Be able to read and understand financial statements and be able to apply financial ratio analysis.
- Understand and measure firm cash flow and appreciate its importance in financial planning.
- Create and explain simple pro forma financial statements.

ACTIVITIES

1. Introduction of facilitator and students.
2. Explanation of course requirements, expectations, learning outcomes and methods of evaluation and the assigned project.
3. Selection of a student representative.
4. Discuss student course expectations and writing assignments.
5. Introduction to sources of on line financial information for assigned project.
6. Presentation and discussion of the material in Chapters1-3.
7. Discuss web exercise.
8. Quick Excel review to demonstrate creation of Common Size statements for analysis and inclusion in term project.
9. Class shares company selection with class and discusses project timeline.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP TWO

1. Read Chapters 4 and 5. Exclude pages 200 (Standard Deviation) through page 205 (begin at Risk of a Portfolio).
2. Complete ST 5-2, page 221.
3. Be prepared to discuss Chapter 5 web exercise, page 234.
4. Complete the following:
 - Chapter 1: P1-1, P1-8, Case 1
 - Chapter 2: P2-4, P2-7, P2-13, Case 2
 - Chapter 3: P3-8, Case 3
5. Using an Excel Spreadsheet, prepare a Common Size Balance Sheet and Income Statement for the company you have chosen for your ratio analysis. Use professional formatting throughout (\$, headings, titles, etc.) Include the statements in an appendix in your project and discuss the common size analysis in the body of the report.

WORKSHOP TWO

OBJECTIVES

After completion of this workshop, the student will:

- Be able to demonstrate comprehension of the various applications of the time value of money concept in financial situations and financial decision making.
- Understand the effect of compounding on present and future values.
- Be proficient in the use of the financial calculator for computing present and future values, effective interest rates, annuity payments and loan amortization schedules.
- Be able to compute growth rates and understand their use and importance in financial analysis.
- Understand the meaning of risk and return and how the concepts are applied.
- Understand portfolio risk, its source and how to measure it.
- Explain and apply the Capital Asset Pricing Model and beta and the use of the model in determining required return.
- Compute a beta using a financial calculator.

ACTIVITIES

1. Review homework problems for Chapters 1, 2 and 3 if needed.
2. Introduction to the financial calculator (setting decimal places, memory function, worksheet, keys for N, I/Y, PV PMT, FV, CE/C, RCL, STO, +/-, etc.). Specific TMV and other calculator functions will be addressed throughout the class.
3. Presentation of material in Chapters 4 and 5.
4. Use calculator to compute effective interest rate (I Conv).
5. Demonstration of TVM functions in Excel.
6. Using calculator to compute beta.
7. Review of ST 5-2 and Chapter 5 Web Exercise.
8. Small group work to build calculator skills: Problems P4-5, P4-10, P4-16, P4-17, P4-27, P4-42, P4-46.
9. Turn in one of Case 1, 2 or 3 as one of five required cases if desired.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP THREE

1. Read Chapters 6 and 7.
2. Complete ST 6-1 and ST 7-2.
3. Complete and be prepared to discuss Chapter 6 & 7 web exercises.
4. Complete the following:
 - Chapter 4: P4-6, P4-14, P4-21, P4-24, P4-32 (I Con on calculator), P4-43 (use Amort on calculator), Case 4.
 - Chapter 5: P5-14 (use calculator to compute betas), P5-15, P5-18, P5-22, Case 5.

WORKSHOP THREE

OBJECTIVES

After completing this workshop, the student will:

- Understand and describe interest rate fundamentals and how interest rates impact on bond values.
- Be able to explain and discuss the legal aspects and bond features commonly used as sources of funds in corporations.
- Value a bond, read and understand a bond quote, compute various yields and explain their meaning and use in bond analysis.
- Differentiate between debt and equity features and their use as a source of funds.
- Describe the features of common and preferred stock and read a stock quote.
- Value both common and preferred stock using various methods.

ACTIVITIES

1. Review Chapter 4 and 5 homework as needed.
2. Review ST 7-2.
3. Presentation of material in Chapters 6 and 7.
4. Discussion using calculator functions to value stocks and bonds and compute yields and rates of return.
5. Discussion of Chapter 6 & 7 web exercises.
6. Small group work to develop calculator skills: Problems P6-8, P6-11, P6-17, P6-19, P7-11.
7. Discuss progress on financial ratio analysis project.
8. Suggestions for Exam 1 preparation.
9. Turn in either Case 4 or Case 5 as one of the five required cases if desired.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FOUR

1. Read Chapter 8.
2. Complete and be prepared to discuss Chapter 8 web exercise.
3. Complete the following:
 - Chapter 6: P6-2, P6-6, P6-10, Case 6.
 - Chapter 7: P7-2, P7-6, P7-13, P7-19, Case 7.
4. Prepare for Exam 1.

WORKSHOP FOUR

OBJECTIVES

After completion of this workshop, the student will be able to:

- Discuss the motives for capital expansion and describe the capital budgeting process.
- Discuss the components of relevant cash flows and compute the relevant cash flows used in the capital budgeting decision.
- Understand and apply the role of net working capital in the capital budgeting process.
- Summarize relevant cash flows on a time line for use in the various capital budgeting techniques.

ACTIVITIES

1. Review home work problems for Chapters 6 and 7 as needed.
2. Exam 1: 2 hours.
3. Presentation of material in Chapter 8.
4. Discuss Chapter 8 Web exercise.
5. Use the company you've selected for ratio analyses and a competitor company when completing the exercise.
6. Cash flow worksheet on financial calculator.
7. Small group work to process and calculate relevant cash flows
ST 8-1 and ST 8-2, 8-8.
Facilitator will select a group to present ST 8-1 and ST 8-2 to the class.
8. Review of excel spreadsheet use is cash flow estimation in preparation for completing Chapter 8 Spreadsheet Exercise.
9. Turn in either Case 7 or Case 8 as one of five required cases if desired.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FIVE

1. Read Chapters 9 (excluding pages 366-368 and 371-375) and 10.
2. Complete the following: Chapter 8: P8-1, P8-2, P8-11, P8-16, P8-18, Case 8.
3. Complete Chapter 8 Spreadsheet Exercise.
4. Read about using the NPV and IRR functions in Excel. To read about these functions, follow these steps:
 - Access Excel worksheet
 - Click on f_x on the toolbar (a menu appears)
 - On the left side of the menu, click on "Financial"
 - On the right side of the menu, scroll to "NPV"
 - Click on NPV
 - Click on the paperclip: Click on "Yes, please provide help"
 - Click on "Help in this topic"
 - Repeat for IRR. You may print the "Help" comments for both NPV and IRR.

WORKSHOP FIVE

OBJECTIVES

After completing this workshop, the student will be able to:

- Apply and calculate various capital budgeting techniques.
- Discuss the advantages and disadvantages of the various capital budgeting techniques.
- Appreciate the role that risk plays in the capital budgeting process and understand and be able to incorporate the practical aspects of risk via a risk adjusted discount rate.
- Explain and discuss the cost of capital concept and the assumptions underlying its application.
- Calculate the various component costs for sources of funds and use those costs to calculate a weighted average cost of capital.
- Differentiate between a weighted average cost of capital and a weighted marginal cost of capital and apply both in the capital budgeting process.

ACTIVITIES

1. Return and review Exam 1.
2. Review homework problems for Chapter 8 as needed.
3. Presentation of material in Chapters 9 and 10.
4. Introduction to NPV and IRR worksheets on the calculator.
5. Introduction to NPV and IRR function in an excel spreadsheet.
6. Small group work to develop calculator skills and compute WACC, WMCC and IOS
Problems P9-5, P9-9, P9-14 (on calculator).
ST 10-1: Facilitator will select one group to present self-test solution to the class.
7. Turn in Case 8 as one of five required cases if desired.
8. Turn in hard copy of Chapter 8 Excel Exercise and forward electronic copy to instructor.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP SIX

1. Read Chapters 11 and 12.
2. Complete and be prepared to discuss Chapter 11 and 12 web exercises. Use your selected company and its competitors when completing this exercise.
3. Complete the following:
Chapter 9: P9-4, P9-7 (calculator), P9-26, P9-28, Case 9.
Chapter 10: P10-10, P10-12, P10-13, Case 10.
4. Chapter 9 Excel Exercise
5. Research and be prepared to discuss the dividend policy of either the firm you have chosen to analyze or the company for whom your work.

WORKSHOP SIX

OBJECTIVES:

At the completion of this workshop, the student will be able to:

- Understand, discuss and compute operating, financial and combined leverage.
- Understand and apply breakeven analysis.
- Explain “optimum capital structure” and describe and apply techniques used to evaluate, approach or achieve the optimum.
- Understand the terminology and procedures of dividend payments.
- Explain the key considerations in developing a dividend policy.
- Discuss stock splits and stock repurchases, their motivations and effects.

ACTIVITIES

1. Review homework problems for Chapters 9 and 10 as needed.
2. Presentation of material in Chapters 11 and 12.
3. Review of Chapter 11 and 12 web exercises.
4. Class discussion of dividend policies researched by students.
5. Small group work on leverage and capital structure
Problem ST 11-2 and 12-6.
Facilitator will select one group to present problem solution to the class.
6. Turn in Case 9 or 10 as one of five required cases if desired.
7. Turn in Excel Exercise
8. Address questions about the financial ratio analysis assignment and presentation.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP SEVEN

1. Read Chapters 13 and 14.
2. Complete and be prepared to discuss Chapter 13 and 14 web exercises.
3. Complete the following:
Chapter 11: P11-3, P11-7, P11-10, Case 11.
Chapter 12: P12-2, P12-9, P12-14, Case 12.
4. Analyze the working capital policy of the firm you have selected for the financial ratio analysis. Prepare a one-paragraph report discussing the result.

WORKSHOP SEVEN

OBJECTIVES

After completing this workshop, students will be able to:

- Discuss, define and describe a working capital policy and the risk return trade-offs associated with alternative policies.
- Describe and apply the Cash Conversion Cycle and use it to manage cash flow.
- Understand the factors important in developing and implement a credit policy.
- Discuss the attributes of inventory management systems and apply the EOQ model.
- Understand the role of current liability management in the implementation of a working capital policy.
- Explain the impact of interest rates on a working capital policy.
- Describe the features of various current liability debt instruments.
- Explain various inventory financing options, their strengths and weakness.

ACTIVITIES

1. Review Chapter 11 and 12 homework as needed.
2. Presentation of material in Chapters 13 and 14.
3. Discussion Chapter 13 and 14 web exercises.
4. Short, individual presentation and class discussion of working capital policy assignment.
5. Turn in Case 11 or Case 12 as one of five required cases if desired.
6. Discussion of Exam II format and review as needed.
7. Turn in Financial Ratio Analysis written report.

ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP EIGHT

1. PowerPoint presentation for Financial Ratio Analysis Project.
2. Prepare for Exam 2.
3. Complete the following:
 - Chapter 13: P13-1, P13-8, P13-13, Case 13.
 - Chapter 14: P14-3, P14-12, Case 14.

WORKSHOP EIGHT

OBJECTIVES:

After this workshop, the student will:

- Have experience in presenting a professional presentation to a group of peers.
- Completed all course requirements.

ACTIVITIES

- Review Chapter 13 and 14 homework problems as needed.
- Complete course evaluations.
- Exam 2: 2 hours.
- Individual student presentations of Financial Ratio Analysis Project.

APPENDIX

| | |
|--------------|--------------------------|
| Appendix I | Writing Policy |
| Appendix II | Project Description |
| Appendix III | Suggested Project Format |
| Appendix IV | Project Evaluation Form |

Appendix I

DIVISION OF BUSINESS AND ECONOMICS

WRITING POLICY

To support the division's expectation that its students will demonstrate acceptable writing skills as evidenced by error free grammar and acceptable professional style by the junior year, the Division of Business and Economics has established the following "Writing Policy" for its programs.

Policy: A minimum twenty-five percent of the grade on ALL written assignments is based on the writing skills evidenced in the writing assignment. Those skills are evaluated using the written report evaluation criteria attached to this policy.

Approved unanimously, January 29, 2003

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| Effective: Fall 2003 |
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APPENDIX II

Project Description

FINANCIAL RATIO ANALYSIS

Each student will prepare a financial ratio analysis on a publicly held company. The ratio analysis will be both a cross-sectional and trend analysis. The ratios used in the analysis are constructed using balance sheet and income statement data contained in a company's published annual report and other readily available sources. Each student will need to obtain an annual report for the company that he/she has chosen to analyze. The library has compiled a collection of hard copy annual reports and has an online database of company information for use in this assignment. Most publicly held corporations now publish their financial statements on their websites. It is permissible to copy down the financial statements for inclusion in the report.

A cross-sectional analysis involves computing several financial ratios for a company then comparing these ratios to those representing the associated industry norm and/or major competitor. This portion of the analysis is useful for assessing whether a company's financial performance is better or worse than the selected norm.

A cross-sectional analysis requires the collection of industry data. To facilitate this part of the assignment, students will work in industry teams. This means that each student, after selecting a company, will be paired with another student who is analyzing a company in the same industry. Students should work collectively when generating and presenting industry data, but individually in preparing the company analyses.

A trend analysis involves computing selected ratios for a company for several years and examining the pattern of these ratios over time. This portion of the analysis is useful for determining if a company's financial performance is deteriorating or improving. Trend analysis should be conducted for all the firm's ratios that deviate from the industry norm. A trend analysis should cover a **minimum five-year period**. Annual reports generally contain three years of historical data. If the minimum five years of data is not reported, additional research will be necessary.

Students will work in teams of two to three when preparing and presenting their reports. The team will identify two companies that operate in the same industry, but each team member will prepare an individual report on his/her specific company. Teams should work together in researching and analyzing the industry environment, and the industry analysis component of the written report should be the same for both companies.

Class presentations will be organized by industry teams. Each student will individually present his/her specific company analysis. Students should carefully coordinate the class presentation, as a well-organized delivery will enhance your grade.

The written report should be well organized, clearly and concisely written, and free of spelling and typographical errors. In short, the report should be a document you would be proud to present to your boss. The body of the report must be typewritten or word-processed. It should include a summary table of the cross-sectional ratio analysis. All calculations should be included in an appendix along with a copy of the firm's balance sheet and income statement. Calculations need not be typed.

The oral presentation should be professional. Use appropriate visual aids and/or handouts to enhance your presentation and engage your audience. Look and dress professionally. When presenting your report, you may use note cards but **DO NOT READ YOUR WRITTEN REPORT TO THE CLASS**. This is a presentation, not a reading. If you read from the report during the presentation, you will receive a zero grade for the presentation. If you are not comfortable in front of an audience, practice your presentation before your friends or peers. Effective oral presentation skills will enhance your success in the business world. Begin building these skills now.

EVALUATION

| | |
|-------------------|-------------|
| Written report | 85 points |
| Oral presentation | <u>15</u> " |
| Total | 100 |

APPENDIX III

Suggested Project Format

DATE: *Project due date*
TO: *Boss*
FROM: *Your name*
RE: *Financial Ratio Analysis*

COMPANY NAME

FACTS

Briefly describe the operating activities of the company. Include in the description the type of business, major divisions and/or subsidiaries and primary product line(s). Discuss any factors, recent or anticipated, that may impact on the financial analysis.

INDUSTRY SETTING

Describe the industrial environment in which the company operates and the competitive position of the company in this environment. The discussion should include the level and intensity of competition in the industry, the primary competitors and their respective market shares, economic trends (current and expected), industry analysts' assessments, threats and opportunities encountered by the competitors and you company in particular.

LIQUIDITY

Discuss the findings of the liquidity analysis and assess the company's liquidity position. Discuss the cross-sectional analysis first followed by the trend analysis when necessary.

PROFITABILITY

Assess and discuss the findings of the profitability analysis, cross-sectional and trend.

EFFICIENCY

Assess and discuss the findings of the efficiency analysis, cross-sectional and trend.

DEBT

Assess and discuss the findings of the debt/leverage analysis, cross-sectional and trend.

SUMMARY

Summarize the company's overall financial profile highlighting the company's strengths and weaknesses.

CONCLUSION

Conclude with your assessment of the company's financial performance.

NOTES ON FORMAT

SPACING

- ✓ Single space within each section.
- ✓ Double space between paragraphs in a section.
- ✓ Triple space between sections.

CITATIONS

Since your report is not a research paper, you are not required to use a formal system for citing your sources. If you use a direct quote, use quotation marks and identify the source in the body of the report. When using information from sources such as the firm's Annual Report, also credit the source in the body of the paper. Be careful not to represent a source's words as your own. For examples, you may paraphrase a section from the Annual Report and note that, but it is not appropriate to copy directly from the source with crediting its origin.

TABLES

Cross-sectional: A summary table of the cross-sectional and trend analyses is required in the body of the report. An example will be provided in class.

A trend analysis for various ratios may also be presented in graphical form. If graphical presentation is used, include the graph(s) as an attachment(s) to the end of the report

APPENDICES: All appendices should be clearly labeled.

Required Appendices

- ✓ Copies of the balance sheet, income statement and statement of cash flow from the Annual Report or from the company's internet site.
- ✓ Calculation of the ratios for the current year. Ratio calculations need not be typed, but they must be presented in good form and legible.
- ✓ Copy of industry data used as standard (identify the source).
- ✓ Reference List: a list of all sources used in the analysis.

As needed:

Graphs

Other information you wish to include but not as a component of the actual report.

**Appendix IV
Written Report Evaluation
BUS 221**

Name _____ Company _____
Date _____ Industry _____

| | | |
|--|------------|--|
| CONTENT (60) | | |
| Company Description | 10 | |
| Industry Analysis and Discussion | 10 | |
| Ratio Analysis | 40 | |
| Visual Presentation | 5 | |
| Writing Evaluation (Grammar, spelling, punctuation, capitalization, sentence structure, organization, clarity, readability, etc.) | 20 | |
| Oral Presentation | 15 | |
| Total | 100 | |

ORAL PRESENTATION EVALUATION BUS 221

Name _____ Date _____

Time _____ Company _____

| | Points | |
|---|-----------|--|
| Group Presentation (Introduction, organization, clarity, cohesiveness, coordination) | 3 | |
| Delivery (Content, clarity, eye contact, professionalism, use of ahs, ums, etc.) | 7 | |
| Slideshow (Content, organization, clarity, visual appeal) | 5 | |
| Total | 15 | |