

Unit 4 Assignment: Finance and Operations

Due Date: 11:59 pm, Sunday of Unit 4

Points: 100

Overview:

Efficient and effective use of a company's assets is an important part of its success. Reviewing financial statements regularly is one way the company can stay on top of its spending. For this assignment, you will analyze current financial ratios for your chosen business.

Instructions:

- Think of a specific business you find interesting (i.e. Apple, Southwest Airlines, etc.).
- Research the business' financial statement.
- Select the [Morningstar](#) site offering your company's financial statement. You will see a number of financial ratios for your company. Review this example for [Apple](#).
- Define the following ratios, include the ratio for your business and explain what each ratio means for the business moving forward.
 - Return on assets
 - Return on equity
 - Return on capital
 - Gross margin
 - SG&A margin
 - Current ratio
 - Quick ratio
 - Total debt/equity
 - Total revenue
 - Gross profit

- Explain which ratios you feel are most important for the business and why.
- Use these additional resources:
 - YCharts. (2019). [Apple return on assets](#).
 - Stock Analysis on Net. (2019). [Apple Inc. profitability analysis](#).

Requirements:

- Use APA format with a title page, in-text citations and references. No abstract required.
- Research and cite at least two credible sources with APA format.

Be sure to read the criteria by which your work will be evaluated before you write and again after you write.

Finance and Operations Assignment Grading Rubric

CRITERIA	Deficient	Proficient	Exemplary
	0-7 points	8-12 points	13-15 points
Introduction and Thesis Statement	Unclear or incomplete.	Introduction with a partially developed thesis.	Clear, well-developed, introduction and thesis.
	0-20 points	21-26 points	27-30 points
Supporting Evidence/Analysis	Lacks specific, credible, and relevant support. Development of position / argument is inadequate or missing.	Adequately supported with a limited spectrum of specific, credible, and relevant evidence. Development of position/argument is thoughtful and persuasive but lacks some detail.	Well-supported with a broad spectrum of specific, credible, and relevant evidence. Position / argument is well-developed, very thoughtful, and persuasive.
	0-6 points	7-8 points	9-10 points
Clarity and Organization	Lacks organization, logic and clarity. Transitions seldom or never used to connect ideas.	Generally organized, logical and clearly articulated. Transitions often smoothly connect ideas.	Paragraph formation is clear. Fully organized, logical and clearly articulated. Transitions smoothly connect ideas.
	0-14 points	15-17 points	18-20 points
Professional Communication	Does not demonstrate proficiency in spelling, grammar, punctuation, capitalization, and sentence structure.	Some spelling, grammar, punctuation, capitalization, and/or sentence structure errors.	Polished and demonstrates a high level of proficiency in spelling, grammar, punctuation, capitalization, and sentence structure.
	0-7 points	8-12 points	13-15 points
Conclusion	No conclusion included.	Some attempt at a conclusion, but it is not well written.	Well written and fully developed conclusion.

	<i>0-6 points</i>	<i>7-8 points</i>	<i>9-10 points</i>
APA	Paper has no APA formatting, or paper has an APA cover, but no references or in text citations. Less than the required number of credible references provided.	Paper lacks one element of APA (cover, references or in text citations), but has at least one credible reference.	Paper has all elements of APA formatting (cover, references and in text citations) with the required number of credible references.