



FIN 320 Module Four Excel Assignment Rubric

This assignment builds on the work you did for the Excel assignment in Module Three. To get started, find and open the file you submitted. From there, complete the following steps:

1. Financial Data

Using the same company you selected in Module Three, add another two years of financial statement data so that you have three years of annual data to review for historical analysis. In all, your Excel file must include the following:

- Three worksheets of annual balance sheet data
- Three worksheets of annual income statement data
- Three worksheets of annual statement of cash flow data

Important Note: Be sure to label each worksheet in Excel with the appropriate year, as you did in the Module Three assignment.

2. Ratio Calculation

On each data tab, use formulas to calculate the following financial indicators for each year of data:

- Current ratio
- Debt/equity ratio
- Free cash flow
- Earnings per share
- Price/earnings ratio
- Return on equity
- Net profit margin

3. Written Responses

In a separate Word document, respond to the following:

○ Describe how and why each of the ratios has **changed** over the three-year period. For example, did the current ratio increase or decrease? Why? Describe how three of the ratios you calculated for your company **compare** to the general industry. Find general industry data by entering your specific company's ticker symbol [here](#). Be sure to watch the [Mergent Online](#) video (written instructions can be found [here](#)), as it will help you find the industry data.

4. Professionalism, References, and Mechanics

Format the data on all worksheets so that the file has a neat and professional appearance. Include links and properly formatted citations referencing the location of the data used. Your written responses should be free of errors in organization, grammar, and style.



Guidelines for Submission: Submit an Excel file that meets the criteria described in the prompt. The written responses should be done in a Word document. Be sure to include both the Excel file and Word document. Citations should be formatted according to APA style.

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Financial Data	Meets “Proficient” criteria and presents information in a well-organized manner with clearly labeled tabs and data sections	Includes three years of financial statement data (three annual balance sheets, three annual income statements, and three annual statements of cash flows) for the company selected, with minor errors or no errors	Includes three years of financial statement data (three annual balance sheets, three annual income statements, and three annual statements of cash flows) for the company selected, with noticeable errors	Does not include three years of financial statement data (three annual balance sheets, three annual income statements, and three annual statements of cash flows) for the company selected	20
Ratio Calculation	Meets “Proficient” criteria and presents information in a clear and well-organized manner	Accurately calculates the financial indicators (current ratio, debt/equity ratio, free cash flow, earnings per share, price/earnings ratio, return on equity, and net profit margin), with minor errors or no errors	Calculates the financial indicators (current ratio, debt/equity ratio, free cash flow, earnings per share, price/earnings ratio, return on equity, and net profit margin), with noticeable errors	Does not calculate the financial indicators (current ratio, debt/equity ratio, free cash flow, earnings per share, price/earnings ratio, return on equity, and net profit margin)	40
Written Responses: Changes in Ratios	Meets “Proficient” criteria and includes supporting details and data	Describes how and why each of the ratios has changed over the three-year period in a clear and logical manner	Describes how and why each of the ratios has changed over the three-year period but presents some information in an unclear or illogical manner	Does not describe how and why each of the ratios has changed over the three-year period	15
Written Responses: Comparison to Industry	Meets “Proficient” criteria and includes supporting details and data	Describes how the selected ratios compare to the general industry in a clear and logical manner	Describes how the selected ratios compare to the general industry but presents some information in an unclear or illogical manner	Does not describe how the selected ratios compare to the general industry	15
Professionalism, References, and Mechanics	Meets “Proficient” criteria, and the material is presented in an especially polished and easy to read format	Formats data with a neat and professional appearance and includes properly formatted APA-style citations and links with minor errors or no errors; any errors related to organization, grammar, and style are minor	Formats data and provides citations and links, but there are deficiencies in the appearance of the data and/or flaws in the citation formatting; there are some errors related to organization, grammar, and style	Does not format data with a neat and professional appearance or include properly formatted APA-style citations and links; there are major errors related to organization, grammar, and style	10
Earned Total					100%