

Criteria	Excellent (90 and Above)	Good (80 and Above)	Acceptable (70 and Above)	Below Average (60 and Above)	Poor (30 and Below)	Incomplete (20% and Below)
Common size analysis of the assigned company. (Prepare, analyze and interpret financial information) (15% of the paper grade)	15 points Outstanding and very thorough development and articulation of the common size analysis of the income statement and the balance sheet of the assigned company.	12 points A good effort is made to develop common size analysis of the income statement and the balance sheet of the assigned company.	10.5 points The project contains some information on the common size income statement and the balance sheet of the assigned company, but the analysis should be considerably more developed.	9 points Only a superficial effort to develop common size analysis of the income statement and the balance sheet of the assigned company.	4.5 points Only a poor effort to develop financial statements common size analysis of the assigned company.	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Trend analysis. (Prepare, analyze and interpret financial information) (15% of the paper grade)	15 points Outstanding effort to develop trend analysis of the most significant financial performance results.	12 points A good effort to develop trend analysis of the most significant financial performance results	10.5 points Satisfactory effort made to present some data for the trend analysis of the most significant financial performance results but the analysis should be considerably more developed.	9 points Only a superficial effort to develop trend analysis of of the most significant financial performance results	4.5 points Only poor effort to develop trend analysis of of the most significant financial performance results	0 points Virtually no effort to develop trend analysis of the most significant financial performance results; unworthy of much credit
Financial ratios trends analysis of the assigned company and industry comparatives (Prepare, analyze and interpret financial information) (20% of the project grade)	20 points Excellent and successful effort to implement financial ratio analysis of the assigned company and industry comparatives; very clear linkages between financial ratio results and investment decisions and recommendations;	16 points A good effort to develop financial ratio analysis of the assigned company and industry comparatives, the result are well explained and analyzed	14 points Some effort made to develop financial ratio analysis of the assigned company and industry comparatives, however the result are not explained and analyzed.	12 points Below average effort to develop financial ratio analysis of the assigned company and industry comparatives; not worthy of credit	6 points Only a poor effort to develop financial ratio analysis of the assigned company and industry comparatives; not worthy of credit	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Dupont analysis of the assigned company. Compare with main competitor. (Apply Financial Theories to Solve Financial Problems) (15% of the project grade)	15 points Successful implementation of DuPont analysis of the company and provides a very clear linkage between DuPont analysis and investment decisions and recommendations.	12 points A good effort to develop DuPont analysis of the assigned company, the result are well explained and analyzed.	10.5 points Some effort made to develop DuPont analysis of the assigned company, however the result are not explained and analyzed.	9 points Below average effort to develop DuPont analysis of the assigned company.	4.5 points Only a poor effort to develop DuPont analysis of the assigned company.	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Develop a specific recommendation, with supporting rationale, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability? (15% of the paper grade)	15 points Outstanding and very thorough effort to explain whether the assigned company's recent trends and results in financial performance is of sufficient financial strength, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability.	12 points Very good effort made to explain whether the assigned company's recent trends and results in financial performance is of sufficient financial strength, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability. There are no significant gaps in the analysis	10.5 points Some effort made to explain whether the assigned company's recent trends and results in financial performance is of sufficient financial strength, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability, but there are significant gaps in the analysis	9 points Below average effort made to explain whether the assigned company's recent trends and results in financial performance is of sufficient financial strength, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability.	4.5 points Only a poor effort to explain whether the assigned company's recent trends and results in financial performance is of sufficient financial strength, will THE COMPANY be financially sustainable over the next two to three years, and which steps should be done to improve its financial stability.	0 points The student did not complete this part of the project or the student's effort; unworthy of credit
Reflection – the student should write a paragraph in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace. (5% of the project grade)	5 points Outstanding and very thorough effort to write in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace.	4 points Very good effort made to write in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace.	3.5 points Some effort made to write in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace.	3 points Below average effort made to write in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace.	1.5 points Only poor effort made to write in their own words reflecting on specifically what they learned from the assignment and how they think they could apply what they learned in the workplace.	0 points The student did not complete this part of the project; unworthy of credit.

Organization, Format and Presentation of Paper including the Title page, Introduction, Body, and Summary. Each section of the paper must begin with sub-headings. Please use the sub-headings included in the assignment (4% of the project grade)	4 points Paper is organized and very easily followed. The paper follows APA format and contains no or very few errors.	3.2 points Paper is neatly presented without major blemishes and is generally well-organized	2.8 points Paper has prominent blemishes in presentation and may have some weaknesses in organization	2.4 points There appears to be a below average logical organization of the paper's contents	1.2 points There appears to be a poor logical organization of the paper's contents	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Use of Tables, figures, and other graphics to summarize and support analysis presented in paper (Research, collect, synthesize and interpret data by applying appropriate technology tools to solve business problems) (3% of the project grade)	3 points Tables, figures and other graphics are very descriptive and provide exceptionally strong support for the paper; there are no errors in labels or in the numbering sequence	2.4 points Tables, figures and other graphics are descriptive and provide a sufficient support for the paper; they are properly labeled and numbered	2.1 points Tables, figures and other graphics provide marginal support for the paper; some labels may be incomplete; there may be some problems with the numbering sequence	1.8 points Use of tables, figures and other graphics in support of paper is below average.	0.9 points Use of tables, figures and other graphics in support of paper is poor.	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Logical and smooth flowing transitions and relationships among sections of the written report (Communicate, collaborate, lead and influence across the organization to achieve organizational goals) (3% of the project grade)	3 points Transitions are used throughout the written analysis and provides a logical transition from topic to topic.	2.4 points Good transitions used in most sections	2.1 points Some transitions used in paper	1.8 points Below average effort made to provide appropriate transitions	0.9 points Only a poor effort made to provide appropriate transitions	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Research sources and significance of information and data applying appropriate technology tools to solve business problems, APA citations, double-spaced, 12-point font Times New Roman (5% of the project grade)	5 points Successful identification and use of appropriate and professional research sources including Library Search Engines, Websites, S&P, SEC, stock exchanges, Morningstar, NYSE, Competitors, 10K Report, analyst reports, news releases, articles, etc.; appropriate and accurate documentation, APA citations are accurate and of the highest level.	4 points A good effort to identify and use appropriate and professional and supporting research sources; appropriate and professional use of APA documentation, use of double spaced, with one-inch margins, and use 12-point Times New Roman font.	3.5 points Some effort to identify and use appropriate and professional and supporting research sources with some documentation	3 points Below average effort to use professional and supporting research sources	1.5 points Only a poor effort to use professional and supporting research sources	0 points The student did not complete this part of the project or the student's effort unworthy of credit
Overall Score	Excellent (90 and Above) 90 or more	Good (80 and Above) 80 or more	Acceptable (70 and Above) 70 or more	Below Average (60 and Above) 60 or more	Poor (30 and Below) 20 or more	Incomplete (20% and Below 0 or more