

ACCT&202 PRIN OF ACCOUNTING II

Rubric

Financial Statements Research & Analysis Project

Criteria	Ratings				Pts
<p>This criterion is linked to a Learning Outcome Prepare attractive and professionally written reports in word or pdf</p>	<p>12.5 pts Very well formed paragraphs. Good use of charts, tables, or graphics – inserted and referenced correctly into document. Required elements: cover page, executive summary, illustrations, and table of contents, are all provided</p>	<p>11.0 pts Well-formed paragraphs. Good use of charts, tables, or graphics – inserted correctly, sometimes not referenced properly. Missing either cover page, executive summary, illustrations, or table of contents.</p>	<p>9.0 pts Some ill-formed phrases and awkward paragraphs. Some use of graphics, missing two or more required elements.</p>	<p>7.0 pts Lacking integration of graphics, AND/OR missing required elements.</p>	12.5 pts
<p>This criterion is linked to a Learning Outcome Make professional and effective introduction of report and presentation</p>	<p>12.5 pts Presents a concise lead-in to the report and presentation</p>	<p>11.0 pts Presents a reasonably good introduction, but lacks information needed to focus the report and presentation.</p>	<p>9.0 pts Gives too much information-- more like a summary.</p>	<p>7.0 pts Does not give any information about what to expect in the report and presentation.</p>	12.5 pts

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<p>This criterion is linked to a Learning Outcome Effectively address problems and issues presented</p>	<p>12.5 pts Answers or addresses all questions and includes many other interesting facts.</p>	<p>11.0 pts Answers or addresses all questions and tasks and includes a few other interesting facts.</p>	<p>9.0 pts Answers or addresses all questions and tasks and includes no other interesting facts.</p>	<p>7.0 pts Answers or addresses a few questions and tasks suggested in the assignment</p>	12.5 pts
<p>This criterion is linked to a Learning Outcome Use data or excel spread sheet to aid corporate research and analysis</p>	<p>12.5 pts All Data table, spread sheets and graphs neatly completed and totally accurate.</p>	<p>11.0 pts One or two inaccuracies and/or ill-formed characters.</p>	<p>9.0 pts Two or more are incomplete, minor inaccuracies and/or illegible characters.</p>	<p>7.0 pts Data, table, spread sheets and/or graph missing information and/or inaccurate.</p>	12.5 pts
<p>This criterion is linked to a Learning Outcome Use of Ratios and their appropriateness in corporate research and analysis</p>	<p>12.5 pts Selects and uses ratios which are logical and adequately detailed - with supporting calculations.</p>	<p>11.0 pts Most of the ratios used are understandable, but some lack adequacy.</p>	<p>9.0 pts Some of the ratios used are understandable; most are confusing and/or lack detail.</p>	<p>7.0 pts Ratios are presented with little thought of their relevancy; some key ratios could be missing and/or confusing.</p>	12.5 pts

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<p>This criterion is linked to a Learning Outcome</p> <p>Use a variety of resources to do corporate analysis</p>	<p>12.5 pts</p> <p>Uses a variety of (4 or more) primary resources as basis of research and to support answering questions and addressing issues</p>	<p>11.0 pts</p> <p>Uses 2-3 primary resources as basis of research and to support answering questions and addressing issues.</p>	<p>9.0 pts</p> <p>Uses 1-2 primary resources as basis of research and to support answering questions and addressing issues.</p>	<p>7.0 pts</p> <p>Uses 1 or less primary resources as basis of research and for support when responding to questions and addressing issues.</p>	12.5 pts
<p>This criterion is linked to a Learning Outcome</p> <p>Formulate and express conclusions, opinions and recommendations based on research and analysis</p>	<p>12.5 pts</p> <p>Presents a logical explanation for findings and addresses all of the questions and tasks in the assignment.</p>	<p>11.0 pts</p> <p>Presents a logical explanation for findings and addresses some of the questions and tasks in the assignment.</p>	<p>9.0 pts</p> <p>Presents an illogical explanation for findings and addresses few questions and tasks in the assignment.</p>	<p>7.0 pts</p> <p>Presents an illogical explanation for findings and does not address any of the questions and tasks suggested in the assignment.</p>	12.5 pts
<p>This criterion is linked to a Learning Outcome</p> <p>Use appropriate grammar & spelling when generating reports</p>	<p>12.5 pts</p> <p>Paper follows the conventions of English grammar, spelling, and usage.</p>	<p>11.0 pts</p> <p>Paper follows the conventions of English grammar, spelling, and usage with almost no errors.</p>	<p>9.0 pts</p> <p>Paper follows the conventions of English grammar, spelling, and usage with several errors.</p>	<p>7.0 pts</p> <p>Paper does not follow the conventions of English grammar, spelling, and usage.</p>	12.5 pts
Total Points:					100 pts